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THE NATIONAL NEWSPAPER OF MARKETING

400 Dailies Get Bates Plea for Discount Review

Seeks 15% Frequency Discount for Push by Brown & Williamson

NEW YORK, Nov. 17—Ted Bates & Co. has urged a number of newspapers to "re-examine" their present discount patterns in advance of a heavy newspaper drive in b&w and r.o.p. color for its client, Brown & Williamson.

In a letter signed by Edward A. Gray, senior vp in charge of media, the dailies were advised that the Bates agency was "considering a newspaper effort for Brown & Williamson consisting of 26 1,000-line b&w and/or two-color daily r.o.p. insertions."

■ "Before we recommend this campaign to our client," the Bates letter continued, "we would like to know whether the 15% frequency discount, common to other media,

(Continued on Page 12)

Standard Oil (Ind.) Names MacManus for Institutional Ads

CHICAGO, Nov. 18—Standard Oil Co. (Indiana) today named MacManus, John & Adams, Bloomfield Hills, Mich., for its institutional advertising, succeeding Batten, Barton, Durstine & Osborn Jan. 1.

MacManus was one of three finalists bidding for the account, which reportedly has been billing about $600,000 annually. The others were Ted Bates & Co. and Campbell-Mithun (AA, Nov. 7).

Billings on the account are expected to increase next year, since it will include not only Standard of Indiana, but institutional advertising for Standard's new marketing subsidiary, American Oil Co.

■ It was this reorganization, making American Oil a national marketer, which forced BBDO out of the picture. BBDO has handled Standard Oil Co. (California) for many years, and the two companies will now become direct competitors.

D'Arcy Advertising Co. will handle product advertising for American Oil when the reorganization becomes effective Jan. 1. #

PIPING HOT—*Downyflake frozen muffins in a disposable baking pan are being introduced in New York now and will go national after the first of the year. Smith/Greenland, New York, is the agency.*

FCC Opposes NBC on Program Relays to Non-Affiliates

WASHINGTON, Nov. 18—The Federal Communications Commission suggested today that NBC may be exercising illegal veto power over the freedom of its affiliates to make NBC programs available to non-affiliates in other markets at no extra cost to advertisers.

In a letter to the network, the commission seized on a situation in Lewiston, Ida., where a low-power translator station wants to relay NBC programs from KHQ-TV, Spokane. NBC has taken the position that KHQ-TV can't supply programs to the translator because it might divert business from KLEW-TV, Lewiston, an affiliate.

The commission said it has been advised that the network makes a practice of withholding rebroadcast permission whenever an affiliate seeks to supply NBC programs to a non-affiliate in a market where NBC has an affiliate, whether that affiliate is carrying all or only a

(Continued on Page 12)

Agency's 'Caliber' Earns High Profit Rate . . .

Shell, Ogilvy Sound Paeans Over Fee Setup

Martineau, Ogilvy Tell How Setup Is Beneficial to Advertiser, Agency

(For agency men's reactions to the Shell-Ogilvy setup see Page 126.)

HOT SPRINGS, VA., Nov. 15—An unusual compensation agreement, which was a key factor in bringing the Shell Oil account to Ogilvy, Benson & Mather, was outlined to the Assn. of National Advertisers here today by Cyril Martineau, manager of Shell's advertising department, and David Ogilvy.

The joint presentation included such salient points as:

1. The OBM fee exceeds the previous agency's (J. Walter Thompson Co.) 15% commission.
2. Three of the four agencies in the finals of the Shell presentation—all Four A's members—were willing to accept fees instead of a straight commission arrangement.
3. The deal is for a year. It will save Shell several hundred thousand dollars in its advertising department.
4. If the agency missed its guess on costs, Shell will get no rebate; nor will Shell be asked to "fork over the difference" if OBM underestimated.

■ Here are the full texts of the presentation, starting with Mr. Martineau:

"I came up the sales route, and I still think of myself as a salesman. I know nothing about advertising, but I expect a lot from it.

"Five months ago Shell appointed a new advertising agency, Ogilvy, Benson & Mather, and a new advertising manager.

"Quite contrary to published reports, the selection was made as the result of a lengthy study by

(Continued on Page 125)

BULLETIN

New York, Nov. 18—Shell will put $13,000,000—its entire ad budget—in newspapers in 1961. Full story is on Page 12.

Broadcasters' Prestige Highest Ever; Radio Must 'Act Big,' NAB Advised

McCollough Predicts New Growth, Freedom Decade; Ford Praises 'Maturity'

WASHINGTON, Nov. 15—Broadcasters in big numbers were generally agreed this week that they should be "sitting pretty" in the eyes of Congress after the "blue ribbon" performance of their industry during the political campaigns.

■ The occasion was the sixth of eight fall regional conferences sponsored by the National Assn. of Broadcasters. A record audience so far this year—276—heard luncheon speakers on both days of the two-day sessions praise the industry for its "exceptional" and "fair-minded" coverage of the campaigns.

The general tone of the meeting indicated that broadcasters feel they've lived down the nasty names hurled at them during the "payola" furor. More than one broadcaster said, "It's time to climb down off the defensive." Members were told to pitch into community affairs to help stations "build the reputation of quiet, dependable efficiency."

■ Clair R. McCollough, president of the Steinman Stations, Lancaster, Pa., and chairman of the NAB policy committee, struck the keynote of the conference when he said, "The experience of last week's national election—held this time without legislative restrictions on balance and fair play normally applying to broadcasting in Presidential contests—has shown that broadcasters are able to be fair and want to be fair without being

(Continued on Page 134)

Hyland Calls for 20% Ad Dollar Share, Sense of Radio's Greatness

WASHINGTON, Nov. 15—Radio must "grow up and act big" in the '60s, Robert Hyland, general manager of KMOX, St. Louis, and vp of CBS Radio, hammered home to the National Assn. of Broadcasters today.

"Radio, operated with only a goal of quick profits, rather than a long-range goal of community service, is a breeding ground for all the abuses that all of us deplore," he told NAB's radio session.

■ "The programming leadership in the next decade is going to come from the sturdy souls who refused to roll over and play dead when tv flashed its baleful eye on the radio scene. It's going to come from the broadcasters who were not afraid to continue to program their stations, instead of lining up a daily music list as though they were routemen for the jukebox trade," he said.

Mr. Hyland conceded that the current status of radio is "a healthy enough score—except for the billing figure." He stressed that instead of pulling in 6% of the advertising dollar, or $560,000,000, "a medium of radio's vitality and influence should bill closer to 20% of the advertising dollar, and that should be a worthy goal for the '60s.

■ "I'm confident that we can achieve that goal, but only if you and I fully realize, and if we act, program and sell as though we realize, that the average American

(Continued on Page 134)

Last Minute News Flashes

Pet Milk Drops Red Skelton, 'Edge of Night'

ST. LOUIS, Nov. 18—Pet Milk Co. is realigning its marketing strategy, and has asked CBS-TV for relief of its contracts for co-sponsorship of the "Red Skelton Show" (talent and production cost about $60,000 a week; gross time charges about $65,000) and "Edge of Night" (talent cost about $2,500 per quarter-hour segment; approximately $23,500 gross for time). No replacements are set as yet, but S. C. Johnson & Co., which alternates with Pet on the Skelton show, is reportedly ready to take over full sponsorship.

Marchant Shifts from FC&B to C&W

OAKLAND, Nov. 18—Marchant division of Smith-Corona Marchant Inc. has named Cunningham & Walsh to handle its $300,000 advertising account, effective Jan. 1. Acquisition of the Marchant calculator product line, resigned by Foote, Cone & Belding, San Francisco, consolidates the entire Smith-Corona Marchant product line at C&W.

Thayer Puts Nasatrol in Test Markets

NEW YORK, Nov. 18—Thayer Laboratories division of Revlon Inc. this week introduced Nasatrol, a tablet that "stops runny or stuffy nose." Print and tv advertising is running in several eastern test markets, including Syracuse. The proprietary is selling at $1 for 20 tablets. Kastor, Hilton, Chesley, Clifford & Atherton is the agency.

(Additional News Flashes on Page 125)

U.S. Magazines Whittle Canadian Revenues, Publishers' Briefs State

Royal Commission Hears Pros & Cons in Probe of Canadian Books' Plight

OTTAWA, Nov. 17—This was native Canadian versus U. S. magazines week here, in a battle-of-the-briefs before the Royal Commission on Publications.

Three powerful Canadian groups urged the commission to recommend that the government take action against (1) U.S. over-flow magazine circulation, (2) Canadian editions of U.S. periodicals, and (3) regional editions of U.S. magazines—and thereby "insure the preservation of a genuinely Canadian periodical press."

Opposing the Canadians, who were represented by briefs from the Periodical Press Assn., the Business Newspapers Assn. of Canada and the Maclean-Hunter Publishing Co., were the Reader's Digest Assn. (Canada) and Time International of Canada, whose magazines originated in the U.S.

■ In its submission to the commission, the Periodical Press Assn.—which includes the Magazine Publishers Assn. of Canada, the Business Newspapers Assn. and the Agricultural Press Assn. of Canada—declared that Canadian periodicals "are exposed to strong and often unfair forms of foreign competition on a scale that seriously

(Continued on next page)

Behind the Scenes in Canadian Ad Drama

This week's battle between Canadian and U.S.-based magazines is the latest in a long series of outbreaks. For a brief history of the situation, see story on Page 82. It is part of a special ADVERTISING AGE report on Canada and Canadian advertising, which starts on Page 73.

The report also covers trends in advertising and the agency business in Canada, the Dominion economic picture, rising hostility of Canadian agency men toward U.S. competition, media trends, a new advertising training program and techniques of advertising in French Canada.

threatens their continued existence."

It asserted that this competition takes two forms: "High volume overflow circulation" and "by-product publishing, which enables and encourages Canadian advertising dollars to be spent in publications whose editorial content is almost entirely foreign."

■ In a separate brief, the Business Newspapers Assn. of Canada, which represents 144 publications, urged the commission to recommend that the government take "such corrective measures as will permit Canadian business publications to compete upon an equal basis" with foreign magazines circulating in Canada.

"It is the announced program of American publishers," said the BNA, "to bring the alleged benefits of American business techniques to every country in the world, and particularly to Canada. In the process, the American publisher benefits financially, and helps weaken our business, trade and technical press by draining off circulation and advertising dollars—badly needed here for editorial expansion and improvement."

■ Maclean-Hunter's brief stressed that its consumer magazines last year provided 47% of the company's sales, but less than 10% of the profits. It said its net income came mostly from other activities, including business paper publishing and commercial printing.

"Maclean-Hunter magazines exist today," it was said, "because the company's diversified sources of income provide it with the financial strength to give this country what we believe to be very worthy elements in a national periodical literature."

The company added that there could "very easily" be a "rash of so-called Canadian editions of

(Continued on Page 128)

Campbell Buys Pepperidge Farm

CAMDEN, Nov. 17—Campbell Soup Co. has acquired Pepperidge Farm Inc., Norwalk, Conn., producer of 58 bakery and pastry products, via a stock exchange agreement.

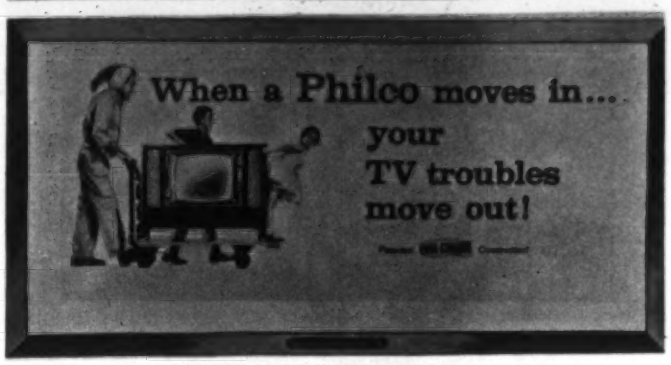
Campbell will exchange 357,413 shares of its common stock for the outstanding stock of Pepperidge Farm, 23-year-old firm founded by Mrs. Margaret Rudkin, president. Campbell shares will come from authorized but heretofore unissued stock. Pepperidge Farm stock is privately held by the Rudkin family and a few outside associates.

W. B. Murphy, Campbell president, said Pepperidge Farm will continue to operate with its own employes and officers and function as a separate company within the Campbell organization.

Pepperidge Farm sales—never before announced publicly—were $32,000,000 in the fiscal year ended April 30, 1960, up from $25,000,000 the previous fiscal year, and profits were $1,300,000.

Campbell sales for its fiscal year ended July 31, 1960, were a record $516,000,000, and profits reached $39,900,000.

■ Ogilvy, Benson & Mather, New York, is the agency for Pepperidge Farm. Campbell agencies include Batten, Barton, Durstine & Osborn, New York (processed soups); Leo Burnett Co., Chicago (tomato juice, frozen soups, Franco-American products and Swanson heat process and frozen products); Needham, Louis & Brorby, Chicago (pork & beans and V-8); and Robert Otto & Co., New York (overseas advertising). #



QUICK CHANGE—*Philco Corp., Philadelphia, has a new hat trick designed for quick conversion of its November outdoor ads into timely Christmas themes. All that's needed is a Santa Claus hat that slips over the delivery man's hat. Batten, Barton, Durstine & Osborn is the agency.*

KPTV Appeals FCC's Ruling on Option Time

WASHINGTON, Nov. 17—Tv Station KPTV, Los Angeles, went to the Court of Appeals today in an effort to overthrow a recent decision of the Federal Communications Commission which allows tv networks to keep option time in modified form.

More than four years ago, KPTV told congressional committees and Justice Department investigators that option time gives networks illegal control over tv's prime viewing period. As a result of lengthy investigations, FCC last September adopted new rules, effective Jan. 1, involving a number of changes, including a cutback from three hours to two and a half hours of option periods in each segment of the broadcast day (AA, Sept. 19).

■ FCC held that option time is reasonably necessary for the survival of networks, but KPTV told the court it is an outright anti-trust violation, not justified by any argument which FCC considered. Networks opposed any change but have not appealed. In the past, the Justice Department has recorded its belief that option time is illegal.

Parker Hires Compton for Spring Ball Point Pen Push

Parker Pen Co., Janesville, Wis., has retained Compton Advertising, Chicago, to do some creative work on Parker ball point pens for a spring promotion.

Parker currently is seeking an agency for its pen products to succeed Tatham-Laird, Chicago, which is losing the account on Feb. 28, 1961. Compton is the agency for Parker's Eversharp division.

SNPA Meeting . . .

Southern Publishers Urge Discounts, Standardization of Ad Practices

Speakers Optimistic on Future of the South, Cite Past Progress

BOCA RATON, FLA., Nov. 16—Moves to get more national advertising into newspapers were among the focal topics of interest to executives attending the 57th annual convention of the Southern Newspaper Publishers Assn. here this week.

Rate reduction, frequency discounts and joint efforts to promote newspaper advertising were among the remedies discussed. Except for an SNPA-stimulated campaign in member papers to promote newspaper advertising, discussions dealt largely with general ideas.

■ SNPA's advertising committee, under the chairmanship of Frank Aycock of the *Memphis Commercial Appeal*, has urged adoption of a standard 11-em column width and promoting the adoption of uniform rate structures encouraging large scale frequency discounts. No resolution was sought on either project, but outgoing SNPA president Hugh Patterson Jr., publisher of the *Arkansas Gazette*, added his personal endorsement at the final convention session this morning.

"I'd never suggest standardization of editorial content," Mr. Patterson told the highly individualistic SNPA members. "But the standardization of type and make-

(Continued on Page 131)

Yardley Women's Line Quits Ayer, Joins Men's at DDB

NEW YORK, Nov. 17—Yardley of London has appointed Doyle Dane Bernbach to handle its women's line, effective Jan. 1, thus giving the agency its entire advertising account.

The agency got the first part of the account a year ago when it was named to handle Yardley's men's line and its Christmas advertising for all products. The losing agency is N. W. Ayer & Son, which has handled Yardley since 1927. Ayer will retain the pr part of the account.

The total account is expected to bill "a little over $2,000,000," with the women's line accounting for about $1,000,000. #

Gediman Blames Profit Decline on Advertising

BOSTON, Nov. 15—A "sizable share of the blame" for the steady deterioration of profits belongs to advertising, H. James Gediman, executive secretary of Hearst Advertising Service, told the Boston Advertising Club today.

"Advertising is likely to rank among the three or four largest items in the corporate budget," he said. "It often exceeds the total profits of companies, it frequently exceeds the amounts paid out in dividends, and in some cases, it exceeds the total payroll."

The difference between efficiency in the expenditure of these advertising billions and wastefulness on a prodigal scale, he said, "can well mean the difference between a profitable economy and a fever chart profile of short-cyclical spurts and not-so-short recessions."

■ "The time has come," Mr. Gediman said, "for a return to the fundamentals of marketing.

"It is time to remember that advertising is a function of marketing rather than the reverse. It is time to remember that it is advertising's job, not merely to make sales but to make sales at a profit, not only for the opportunistic moment but day-in-and-day-out, with a reasonable degree of consistency and a prudent concern for the future market position of the company.

"The new and necessary strategy of the national brand is to become in effect the local brand in local communities, to weave the product into the life of the community not as a matter of outside impression but as something the people absorb into their community consciousness," Mr. Gediman said. #

AAAN Adopts New 'Philosophy,' Names Marks President

PHOENIX, Nov. 15—The Affiliated Advertising Agencies Network has officially adopted an advertising "philosophy" designed to counter attacks on advertising by government officials and others.

Among other points, the AAAN statement says: "We believe that advertising must be honest and significantly add to the effectiveness of communications between the manufacturer of products, the creator of services, and the ultimate consumer."

The 60 members of the network, at their 16th annual international meeting here last month, also heard a report that their combined gross billings have reached $285,000,000.

Gordon W. Marks, president of Gordon Marks & Co., Jackson, Miss., was elected president of AAAN, succeeding Myron L. Eastwood, of Hoag & Provandie, Boston.

Highlights of This Week's Issue

Time will split its circulation into four regional editions, and offer regional advertising, effective Jan. 20 ..... **Page 4**

Television Bureau of Advertising's new presentation says advertising spurs progress by stimulating discontent for the outmoded ..... **Page 4**

Assn. of National Advertisers discusses advertising's image and the assault of the critics at its 51st annual meeting ..... **Page 6**

Ocean Spray Cranberries Inc., one year after the "scare" ruined its peak selling season, launches a $2,100,000 drive for the '60 season ..... **Page 8**

Operation Snowflake, holiday appliance promotion, gets rolling despite withdrawal of most support from U. S. Steel ..... **Page 18**

Maison Navigation Co. plans a $1,700,000 advertising and sales promotion drive in 1961 for its passenger ships .... **Page 30**

Worthington Corp., manufacturer of industrial machinery, reveals how it pruned its media list by studying business publications ..... **Page 50**

Fm radio is reaching 31% of the homes in Pittsburgh, but some of them don't realize it, according to a new survey ..... **Page 62**

Agencies are increasingly adding their own workshop studios to experiment with tv sales ideas ..... **Page 64**

Canadian admen predict growth in the advertising business, despite reports of a recession ..... **Page 73**

Growth of U.S.-controlled shops rankles Canadian agencies ..... **Page 73**

Agencies in Canada back new training course to school future account executives ..... **Page 85**

Advertising in French-Canada calls for a new approach, rather than translated or revised ads, says Jean Tougas, director of French marketing for Ronalds-Reynolds ..... **Page 86**

Bill Rosee, general manager of AM Radio Sales, warns against borrowing copy from newspapers or tv for use in radio ads ..... **Page 88**

Purex Corp. says its new philosophy for selecting tv programs is aimed at presenting "mature" entertainment .. **Page 92**

Mississippi plans its largest tourism campaign around its part in the upcoming Civil War Centennial ..... **Page 93**

New Durkee radio ads are cliffhangers, and listeners to the "Perils of Esmerelda" spots have to call a local number to find out how the heroine is saved ..... **Page 95**

Jack Baxter, president of Creative House, is named Copywriter of the Year by the Chicago Copywriters Club for the second year ..... **Page 98**

Denver & Rio Grande Western Railroad wins the Golden Freight Car Award from Modern Railroads for its "outstanding work" in promoting freight traffic ..... **Page 102**

A college diploma is not essential to an advertising career, says James D. Woolf ..... **Page 116**

Department stores have the "most muddled image of any mass retailer," according to E. B. Weiss ..... **Page 118**

L'Aiglon Apparel uses ads to build brand image rather than feature the garment ..... **Page 124**

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Canadian Magazine Advertising ..... **Page 84**
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Salesense in Ads 116
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What They're Saying 16

Savings & Loan Group Sets '61 Ad Fund of $2,000,000

MIAMI BEACH, Nov. 16—Savings and loan men have set out to "attract people—not dollars."

Behind this decision lie a couple of research projects, including a massive motivational research study on why people save money by Dr. Ernest Dichter, president of the Institute for Motivational Research Inc.

The Savings & Loan Foundation reported at the U.S. Savings & Loan League's 68th annual convention here that it will spend about $2,000,000 in 1961 on a nationwide advertising program. As in the past, the foundation will sponsor half of the National Football League's championship game on radio, and half of the East-West all-star football game on both tv and radio.

The foundation will also sponsor its first evening television show on March 29, 1961—a one-hour special on NBC featuring Gary Cooper as narrator. It will be Cooper's first appearance as a featured live television performer, the foundation said.

■ Individual savings and loan associations will spend about $100,000,000 on advertising in 1961, the league estimated. This is 10% more than in 1960 and would be roughly five times greater than the amount spent on advertising in 1950, testifying to the rapid growth of the field during the past decade.

Newspapers continue to be the most widely used medium for the companies, with the typical association putting 39.2% of its ad budget in newspapers in 1960. Radio was second with 14.5% and television third with 12.5%.

The "Attract People—Not Dollars" theme for savings and loan advertising and promotion in 1961 evolved from the Dichter study and from a recent survey by the University of Michigan's research center.

The U. of Michigan report dis-
(Continued on Page 129)

Y&R Adds GE's Radio Receivers

UTICA, Nov. 15—Young & Rubicam has plucked another GE plum. Effective Jan. 1, the agency will acquire the General Electric Co.'s radio receiver department of the radio and television division. Y&R already handles the division's tv department and audio products operation.

In commenting on the appointment, Hershner Cross, general manager of the division, said, "The merchandising of television, radio and stereo phonographs is an ever changing process; an essential part of which is coordination of advertising and sales promotion. By placing the responsibility for developing national advertising programs from the division's obviously related products with a single agency, we will effect closer integration."

■ Present agency for radio receivers is Maxon Inc. In October, GE announced Maxon as the new agency for vacuum cleaners and as the agency of record for all television properties of the housewares and commercial equipment division, effective Jan. 1.

Other GE business at Y&R includes the clock and timer department (also effective Jan. 1), major appliances, portable appliances and automatic blankets and fans. #

Curran Hurlbut Clarke

NEW PROMOTION TEAM—*The smiling faces above belong to the newly elected officers of the Broadcasters' Promotion Assn. John Hurlbut of the WFBM stations in Indianapolis is the new BPA president; flanking him are Don Curran, KTVI, St. Louis, elected 1st vp, and Harvey Clarke, CFPL, London, Ont., named to the 2nd vp post.*

'Some—Shall We Say Subliminal—Impression' . . .

Promoter's Manipulation of Station's Image Can Zoom Sales: Epstein to BPA

Promote Against 38% Cost-per-1,000 Increase by 1970, TvB Advises

NEW ORLEANS, Nov. 16—The importance of their function in the expanding world of television and radio was repeatedly pointed up to the 300 promotion men and women at the fifth annual Broadcasters' Promotion Assn. meeting here this week.

The keynote speaker, National Broadcasting Co.'s Robert Sarnoff, called on them for help in pushing the industry's public affairs attractions. Officials of the Radio Advertising Bureau and the Television Bureau of Advertising detailed what was to be expected of them if radio and tv are to continue to meet sales goals.

■ But it was a New Orleans agency executive who issued the strongest challenge to the advertising, promotion and exploitation men and women. In his address Joseph Epstein, exec vp, Fitzgerald Advertising Agency, said station promotion and station cooperation could be the deciding factor in an advertiser's sales decision.

"It's conceivable that an agency may ignore this—shall we say—slide rule technique," Mr. Epstein said. "It's possible that a rep or station manager happens to be the brother-in-law of the time
(Continued on Page 97)

American Chicle Names K&E for Clorets, Coughlets

NEW YORK, Nov. 17—American Chicle Co. "completed its realignment of agency responsibilities" today by appointing Kenyon & Eckhardt to handle Clorets breath mints and gum plus Coughlets and cough gum, a new product now in a few test markets. The appointments are effective Jan. 1.

Ted Bates & Co. has handled Clorets for a number of years, along with Rolaids antacid mints, Certs, Chiclets and Beeman's. By switching Clorets to K&E, the company has put its two breath products—Clorets and Certs—in separate agencies.

■ Coughlets have been handled by Dancer-Fitzgerald-Sample until now. Three weeks ago, D-F-S lost Dentyne, its only other piece of American Chicle business, to Bates (AA, Oct. 31).

The entire account billed about $7,500,000 last year. In 1959, Clorets spent $725,690 in network tv and $419,890 in spot tv, according to measured media sources. #

FTC Charges Quaker Oats Ads Misled on 'Charcoal' Briquets

WASHINGTON, Nov. 17—Quaker Oats Co., Chicago, has been charged by the Federal Trade Commission with misrepresenting that the briquets it manufactures from corncobs are "charcoal."

FTC's complaint contends that the public generally understands and believes that a product described as "charcoal" is made from wood and that the use of the designation to describe briquets produced primarily from corncobs is deceptive.

The commission alleges that the company has falsely described its briquets as "chuck wagon charcoal wheels," "chuck wagon charcoal briquets" and "chuck wagon charcoal briquets—real hickory flavor!" FTC says the company's use of the phrase "real hickory flavor" enhances the deception.

■ Quaker Oats told ADVERTISING AGE that its briquets are made from charcoal. "Charcoal doesn't have to come from wood; it can be made from animal or vegetable substances," Quaker said. "We have never said that our charcoal was made from wood. As a matter of fact, many stories have been published noting that our briquets have come from corncobs," a spokesman added.

Quaker declined further comment until after it studies the FTC complaint. #

U. S. Gypsum Boosts Abnee to General Ad Manager

A Victor Abnee has been named general advertising manager of U. S. Gypsum Co., Chicago.

Mr. Abnee, who joined Gypsum in 1948, formerly was sales promotion manager, mid-continent region. He succeeds as general ad manager H. W. Jarvis, who has become sales promotion manager, mid-continent region. Mr. Abnee will report to Andrew J. Watt, vp, promotion and advertising.

Critics, Poor Ad Image Cloud ANA Agenda

Case Histories Show How Int'l Paper, Kaiser Used Ads to Meet Rivals

HOT SPRINGS, VA., Nov. 15—The problems of advertising's image and the persistent assault of its critics, and better ways to measure and improve advertising performance were the two top topics in discussions of the 51st annual

ANA Meeting

meeting of the Assn. of National Advertisers here today.

■ Max Banzhaf, director of advertising and public relations of Armstrong Cork Co. and chairman of ANA's public and governmental relations committee, outlined a program of information and education about the advertising business and suggested that ANA hire a top director of information to assemble the program. He called the project a "never-ending" one and said it "must be approached on all fronts at once with the philosophy of doing whatever we can, whenever we can, with whatever we can develop or make available."

Mr. Banzhaf took responsibility for the fact that ANA has been silent while the American Assn. of Advertising Agencies was hiring Hill & Knowlton and the Advertising Federation of America was getting set to announce an expanded program. He said the silence was predicated on his belief (1) that hasty action is likely to be misdirected and might do more harm than good; (2) that before any program of action is formulated, it should be certain that the problem is understood; (3) that any program should be appropriate to the scope and interests of a group of national advertisers and (4) that the program should go to the membership in terms of philosophy and aims before details are made final.

■ In Mr. Banzhaf's judgment, the problem faced by advertising is composed of four closely related problems: (1) The damaged public
(Continued on Page 133)

Maxwell Named Creative Head of Fletcher Richards

NEW YORK, Nov. 18—Fletcher Richards, Calkins & Holden has realigned executive responsibilities in its creative department, naming Sanders Maxwell vp and director of creative services, a new post. Mr. Maxwell has been associate copy director at Young & Rubicam.

Paul L. Smith, who was supervisor of creative activities at the agency, as well as partner and vice-chairman, resigned to join Grant Advertising Oct. 17.

Fletcher Richards' revamping also included the appointment of Wolfgang G. Lieschke as executive art director, and William B. D. Putnam as creative chief. Mr. Lieschke had previously been an art director, and Mr. Putnam had been copy supervisor.

Bernard Eckstein will continue as art department manager and Anthony L. Keane, a copy supervisor, was promoted to copy department manager. #

NEW PRODUCT—*Hiram Walker Inc., Detroit, is using this ad to introduce its new 6-year-old, 86 proof Private Stock (AA, Nov. 14). Emphasis is placed on age, lightness quality and price. The Biddle Co., Bloomington, Ill., is the agency.*

Stations Must Advertise Plans to Expand: FCC

WASHINGTON, Nov. 16—Under a new rule adopted by the Federal Communications Commission today broadcasters will be required to buy newspaper ads to tell their local community about plans to build, renew or expand their stations.

The rule is one of several promulgated by the commission, to be effective Dec. 12, carrying out provisions of the so-called "anti-payola" law adopted by Congress earlier this year.

In sponsoring the law, members of the House committee on interstate and foreign commerce said the newspaper ads will insure that the commission hears from any local interest that may want to comment on the application.

Where a station is already on the air, it will have to publicize its plans over its own facilities, as well as in the paid newspaper ads.

■ The FCC rule does not specify the size of the ads, but Harold Cogwill, chief of the commission's broadcast bureau, said the FCC will want to be sure that the broadcaster used "a reasonable method of notification." The rule calls for two ads weekly, during each of the two successive weeks after the application is filed. Additional ads are required if the application is scheduled for hearing.

In the same action, the commission also adopted new procedures designed to alleviate some of the delays resulting from pre-grant notification letters which were required under the so-called "McFarland Act."

In a separate "public notice," FCC granted a petition by the Alliance of Television Film Producers Inc., waiving the announcement requirements of the new "anti-payola" law until interpretive rules are adopted. The waiver applies to filmed or recorded programs which have been or will be distributed for tv broadcast use, irrespective of the production date.

■ FCC made clear that the waiver applies only to situations other than those within the scope of the 27 examples set which were encompassed within the "anti-payola" law. The waiver will remain in effect until FCC adopts rules implementing the act. #

'Time' Sets Four Regional Editions, Moves Cover Date

NEW YORK, Nov. 15—*Time*, effective with its Jan. 20, 1961, issue, will split its circulation into four regional editions—Eastern, Southern, Central and Western.

The four areas are defined along state lines and can be bought individually or in any combination by advertisers placing page insertions in b&w or color.

■ Basic circulation and advertising rates for the four zones are as follows: Eastern, 930,000 circulation at $6,260 per b&w page; southern, 340,000 circulation, $2,290 per b&w page; central, 710,000 circulation, $4,780 per b&w page; western, 570,000 circulation, $3,835 per b&w page.

John McLatchie, *Time's* ad director, said the regional editions were laid out to fit the distribution patterns of as many large national and regional marketers as possible. He added that because of an earlier editorial closing, *Time*, effective with its Jan. 6 issue, will advance its cover date from Monday to Friday.

Time said regional ads will appear starting with its Jan. 20 issue and every fourth issue thereafter.

■ Meantime, *Life*, which announced seven regional editions last week, has issued a new rate card, effective with its Jan. 6 issue. Average circulation and b&w page rates for the seven regionals are as follows:

Average circulation for New England is 467,000, $3,005 per page; Middle Atlantic, 1,655,000, $8,826 per page; Southeast, 595,000 average circulation, $3,620 per page; East Central, 1,060,000 circulation, $5,910 per page; West Central, 1,000,000 circulation, $5,616 per page; Southwest, 415,000 circulation, $2,750 per page, and Far Western, 1,165,000 circulation, $6,425 per page.

Life also announced that rates for its new test market facilities, products only, will be determined by individual requirements. These markets will be tailored to the advertiser's specific needs and will be available in areas "as small as a single city," *Life* said.

For example, an advertiser using Syracuse as a test market could buy roughly 28,500 of *Life's* circulation for $400 per four-color page. *Life* pointed out that this figure varies from county to county and market to market and is not a base rate for Syracuse or any other test market that may be requested by advertisers. #

Texas Harte-Hanks Buys Interest in Express Publishing

The Texas Harte-Hanks Newspapers has purchased a minority interest in Express Publishing Co., publisher of the *San Antonio Express* and *News*. Majority control and management by the Frank G. Huntress family remains unaffected by the sale.

Ads Spur Progress Via Discontent for the Outmoded: TvB

NEW YORK, Nov. 18—The latest presentation of the Television Bureau of Advertising spotlights the role of advertising as a spur to progress through stimulation of discontent for the outmoded, the inefficient and the obsolete.

The presentation was staged here this week during the annual meeting of the bureau. The cellomatic and film story was narrated by Norman E. Cash, president, and George C. Huntington, vp and general manager, of TvB.

"Television because it is a conspicuous medium is an easy critics' target," it was pointed out. "Advertising, because it is a conspicuous industry, is also an easy critics' target. Yet most critics blame both for supposedly forcing people to buy things. Too seldom is advertising blamed for not sparking discontent enough to lead people to action. . .

■ "Where's the critical demand that should be there for more insurance advertising—insurance needed when the average family has only $9,500 in life insurance, this $9,500 equal only to 19 months' income?

"Blame advertising for the fact that 78 out of every 100 Americans have yet to take their first airplane flight. Certainly the spark advertising can provide can show the wonders of time saved, distance traveled, places visited.

"The spark of discontent needs lighting when only one out of every eight people owns a share of stock in American business, when department stores are filled with fine products we don't know about. The spark of discontent needs lighting when your b&w [tv set] has not been replaced by the wonder of color.

■ "Criticize advertising for not sparking our discontent with outmoded, inefficient, obsolete products when better ones are available. Criticize advertising for not making waste of these old-fashioned things. As long as there are things that can make your life better, there is a need for more advertising. And even when you know about a product, there's still a need for more advertising to tell others what you may already know. The number of these others increases as our population increases," the presentation continued.

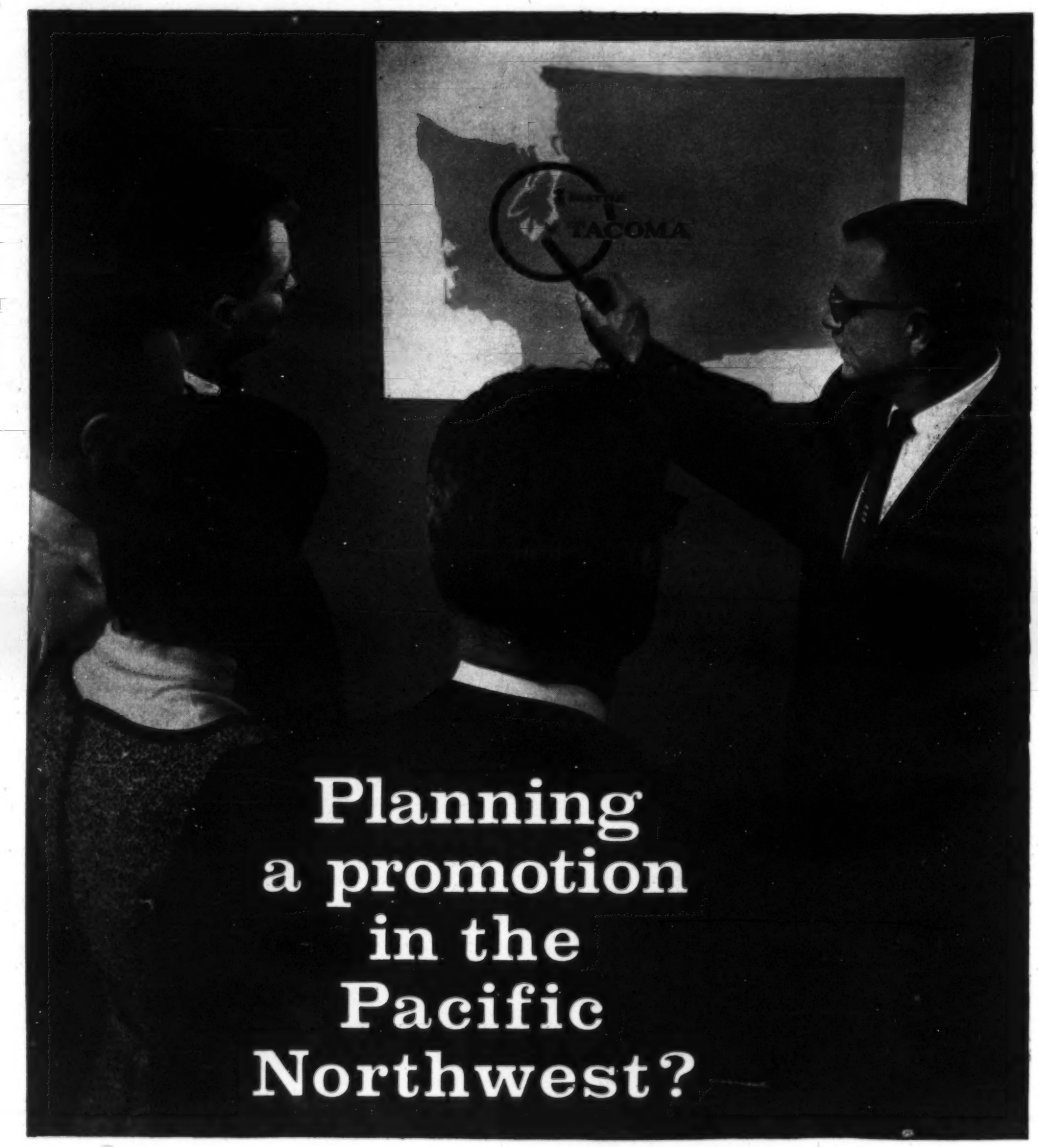
■ An afternoon session heard an appeal from Thomas A. Wright Jr., Leo Burnett Co. vp, for an industry wide effort to solve "spot television's billing discrepancy problem." He asked for an end to long-delayed billings, prompt attention to refunds and make-goods, more careful handling of invoices and proper identification of brand billings. Mr. Wright said an industry effort is necessary since pleas to individual stations have failed.

Dwight Shirey, head of Patterson Fletcher, the Indiana specialty store that has been testing tv in cooperation with WANE-TV, Ft. Wayne, reported that "good, sound, down-to-earth results" have been achieved in that experiment. Mr. Shirey said rates must be lowered if tv wants to get part of the ad budget of many stores, which now can't afford to schedule enough television to make it worth while. #

Boat Company Names Advent

Fred McCarthy Boats, Riverside, N.J., has appointed Advent Associates Inc., Elizabeth, N.J., as its agency.

SECRET—*This General Wine & Spirits Co. ad for Chivas Regal 12-year-old scotch runs in color pages in The New Yorker, Newsweek, Sports Illustrated and U. S. News & World Report in December. Young & Rubicam is the agency.*



Planning a promotion in the Pacific Northwest?

THINK TWICE ABOUT TACOMA

First: always think of Tacoma as a vital segment of the dominant Puget Sound Circle—biggest market in the Pacific Northwest.

When your sales forces work this Puget Sound market, nine times out of ten they cover retail outlets in both Seattle *and* Tacoma *at the same time.* When distribution and merchandising is set in *both* metro areas, the advertising breaks.

Unless it breaks *in Tacoma at the same time,* a good quarter of your sales-merchandising effort is wasted.

That's because of the second thought you have to keep about Tacoma.

It's a market that can *not* be covered by *any outside newspaper* or any combination. Only the dominant Tacoma News Tribune—now delivering more than 85,000 daily—can do the job.

Ask the man from SAWYER-FERGUSON-WALKER and get the facts

3,400,000 men and women hold in their hands the future of your business!

1,700,000 couples will decide in 1960 whether they want to do business with you, or not. They are getting married—are forming their brand preferences for years to come. These important young couples will spend $9 billion in 1960 for what they eat and use—will grow steadily in numbers to become the biggest market for your products—the American Family. Dozens of manufacturers of packaged foods, household and personal products are using the low-cost BRIDAL-PAX program of Controlled Product Sampling to capture this basic market—are making sales gains up to 242%, assuring big profits for years to come.
Find out what BRIDAL-PAX can do for you, too. Call IVanhoe 5-0660, or drop us a note.

BRIDAL-PAX, INC.
Controlled Product Sampling
25 Hempstead Gardens Drive • West Hempstead, N. Y.
Offices in principal cities: United States, Canada and Great Britain

USING IT THIS WEEK?

In today's savagely competitive market, more and more advertisers are turning to the selling power of THIS WEEK Magazine. Top Manufacturers will invest $11,780,000 in THIS WEEK Magazine in just the last quarter of 1960 alone—an increase of 5% over 1959!

Check these top advertisers who are using it this week!

PAGE

The American Tobacco Company—
Pall Mall Cigarettes
America's Independent Electric Light & Power Companies
California Packing Corporation—
Del Monte Catsup
Campbell Soup Company—
Heat Processed Soups
Chevrolet
General Foods Corporation—
Log Cabin Syrup
Birds Eye Frozen Foods
General Electric Corporation—
Portable Appliance Department
General Mills, Inc.—
Betty Crocker Cookbook
Betty Crocker Bisquick & Westinghouse Fry Pan Promotion
Gulf Oil Corporation
Lever Brothers Company—*Lucky Whip*
Libby, McNeill & Libby—
Libby's Fruit Cocktail
Metrecal
Mutual of Omaha
Oldsmobile
Walter J. Black, Inc.—
The Detective Book Club

THREE-FIFTHS OF A PAGE

Revere Copper & Brass, Inc —*Revere Ware*

HALF-PAGE

Argus
Bayer Aspirin
E. R. Squibb & Sons—
Vigran Multi-Vitamin Capsules
General Mills, Inc.—*Betty Crocker Au Gratin, Scalloped & Instant Mashed Potatoes*
Skil Corporation—*Power Tools*
Thomas J. Lipton, Inc.—
Wish-Bone Salad Dressings

OTHER

Best Foods Division of Corn Products Company—*Shinola*
Church & Dwight Company, Inc.—
Arm & Hammer Soda Bicarbonate
Dr. Scholl's Foot Powder
The Hamilton Beach Company—
Food Converter
Knox Gelatine
J. W. Mortell Company—*Mortite*
United States Rubber Company—*Rainpals*
Vick Chemical Company—
Vicks Cold Tablets
Vicks Va-tro-nol
Vicks Inhaler
Warner-Lambert Pharmaceutical Company, Inc.—
Pro Double Duty Tooth Brush
White Rose White Petroleum Jelly

To move goods fastest...use

THE MOST POWERFUL SELLING FORCE IN PRINT!

CIRCULATION MORE THAN **13,000,000**

Put 'Handle with Care' Sign on Ad Creativity, Brown Advises ANA

HOT SPRINGS, VA., Nov. 16—The recurrent subject of creative advertising and how to foster it was highlighted today at the annual meeting of the Assn. of National Advertisers by a careful outlining of an advertiser's duty toward agency creative people and a spirited debate about the role of advertisers in the creative process.

ANA Meeting

Albert Brown, vp of Best Foods division of Corn Products Co., unleashed some pithy advice for the ANA, on how to get good creative work:

"1. Creative people can't come up with the right answers unless they know the objectives.

"2. Too many creative people in agencies don't believe in the essential worth of their jobs.

"3. Some agencies have gone so far overboard on marketing services that a gradual starvation of their creative function has taken place.

"4. Much of today's mediocre advertising can be laid squarely on the doorstep of the client.

"5. The care and feeding of the agency creative people is of paramount importance."

Here he quoted from an agency partner who had a few observations of his own on the care and feeding of creative people:

• "They must be allowed to make mistakes. When they feel their work must be absolute perfection, they tighten up, and the result is usually bland, ordinary stuff.

• "They must be encouraged to occasionally make fools of themselves. The best creative agencies (and happily there are more today than there were ten years back) encourage their creative people to attack new problems with a no-holds-barred attitude, rather than fencing them in. The artist or writer in such shops has no fear of being fired, demoted or ridiculed if he comes up with an absurd or wholly impractical solution to the problem.

• "People who have toiled long and hard at big agencies—particularly the formula agencies—often become so grooved they can't escape themselves."

Mr. Brown also advanced his Ten Precepts:

"1. Get the right agency.

"2. Get to know your creative people.

"3. Be sure your lines of communication are open and uncluttered—through the account team to the creative people and back again. As well as in your own shop.

"4. If you're not getting the quality of work you need, before you fire the agency, try switching to another creative team within that agency.

"5. If you're not one already, learn to be a fair, constructive judge and critic.

"6. If you're 100% sold on your agency's work, back it up. Go down fighting if your boss thinks the campaign is for the birds.

"7. The care and feeding of the account executive is also important to the realization of effective advertising. The account man can be an expediter or an executioner of good creative work.

"8. Teach your own people the fundamentals of effective advertising, not only those in your own department, but also your sales heads and your top management as well. They want to learn. Advertising today is such a whopping item of expense that everybody wants to get into the act—and should get into the act. The more they know, the more exposure they get, the more sophisticated they become, the easier your job will be. Don't fight 'em; let 'em join you.

"9. Get to know the common people and what makes them tick.

"10. Always remember that powerful, resultful advertising ideas germinate and grow best in a situation where the client-agency relationship is harmonious, where everyone is a pro, where there is real understanding of the creative process, where there is a willingness to experiment and dare to be different, and where the agency creative people enjoy selling and love their client and his wares."

■ A panel of creative men and advertiser executives discussed the creative problem. The panel was composed of Harry F. Schroeter, director of National Biscuit Co.'s general advertising department; M. H. (Mouse) Straight, Spencer Chemical Co.'s director of advertising; John H. Tinker Jr., John H. Tinker & Partners (a McCann-Erickson subsidiary); Nicholas Samstag, Nicholas Samstag Inc.; and Edward G. Zern, vp of Geyer, Morey, Madden & Ballard.

On the question of whether it is better to keep non-advertising people out of the advertising operation, Mr. Schroeter said it isn't practical to try to keep them out, that "advertising is too popular, and everyone gets into the act." And he advanced the view that advertising responsibility is less delegated to an advertising executive than "entrusted."

■ Mr. Samstag said flatly that the important thing is to "let the non-advertising people know their opinions don't mean a damn"; he took the position that the matter must be put firmly, that gentle approaches wouldn't work.

Here are some typical quotes:

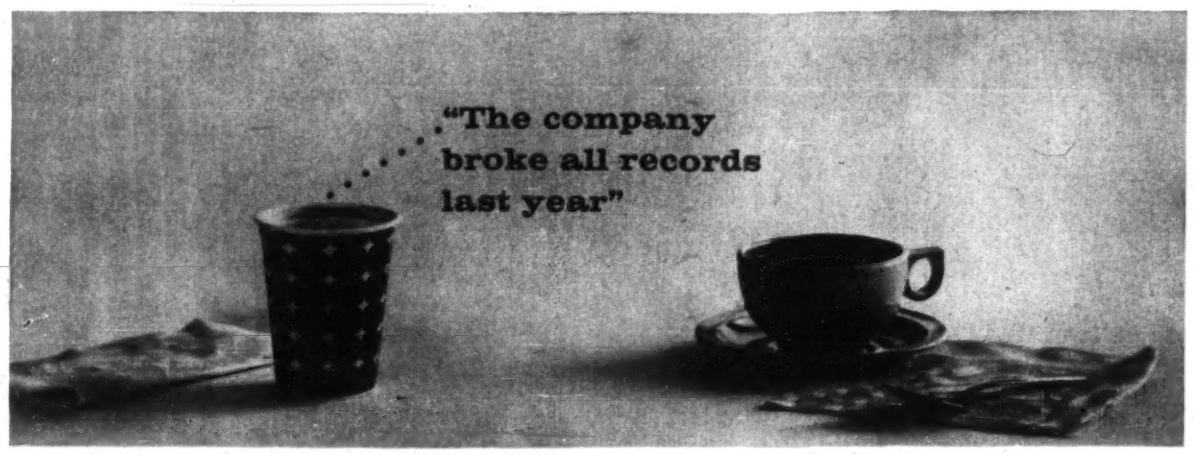
• On the problem of mediocre advertising coming from client tastes, Mr. Zern: "It isn't possible to palm off crummy advertising on an advertiser who doesn't want it"; he went on to note much "undistinguished advertising by distinguished companies," which is more in evidence than "distinguished advertising by undistinguished companies."

• On the role of the client, Mr. Straight: "The client should stay out of creative work, and relegate himself to the role of an editor." Mr. Schroeter disagreed: "More than that is necessary—the client should get in as a leader, and seek creative advertising."

• On research, Mr. Samstag: "Figures from research are meaningless most of the time"; dissent from Mr. Schroeter: "There's a lot of bad research, but research properly done can be very useful"; Mr. Tinker: "After all, research is knowledge—how can you argue about it?"

• On marketing vs. creativity from an agency: Mr. Straight: "We want creativity—just a superb job of advertising copy"; dissent from Mr. Schroeter: "Well, who doesn't? But do we have to choose? Can't we have both?"

• And two sharp definitions: Mr. Samstag, defining a gimmick—"A gimmick is whatever the guy with the highest okaying power says it is—and lots of good ideas are dismissed as gimmicks." On the ad director's post in some companies, Mr. Straight: "It should not be filled by a man from sales on his way to something worth while." #



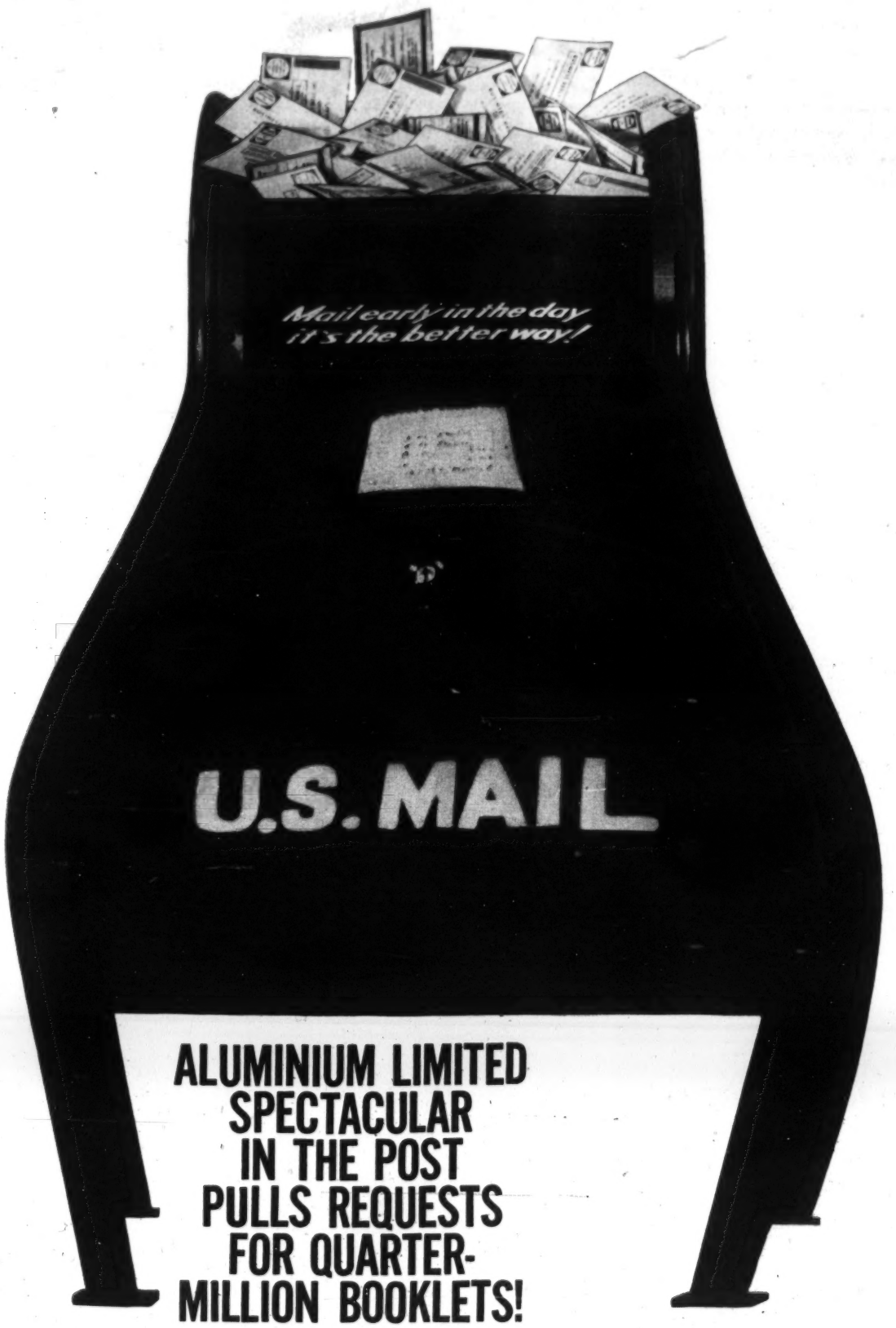
TO AVOID COSTLY GARBLING

. . . in passing the word along . . . call on The Jam Handy Organization for visual aids in group communication. We are staffed to help you in handling any assignment, large or small.

You're aware of the damage that can be done when a message gets twisted as it's passed along. Even the simplest statement can lose much of its meaning in transmission. That's why clarity is a must in group communication—internal and external. For help in making sure that your message reaches the right audience with maximum impact and effectiveness, ask the help of

THE JAM HANDY ORGANIZATION

NEW YORK CHICAGO DETROIT HOLLYWOOD



ALUMINIUM LIMITED SPECTACULAR IN THE POST PULLS REQUESTS FOR QUARTER-MILLION BOOKLETS!

When Aluminium Limited ran a big, full-color spread in The Saturday Evening Post, they attached a special postcard insert offering a free, 36-page booklet. The booklet —"Home Owner's Guide to Better Living . . . with Aluminum"—gives hundreds of tips for getting more fun out of life with aluminum products.

This ad was part of Aluminium's continuing campaign to promote the use of aluminum products for their customers—large and small manufacturers all over the country. The objective, of course, is to increase the consumption of aluminum—and to build Aluminium's image as a leading member of the American business community.

Aluminium also offered a booklet in a full-color spread in another weekly. (The ads ran four months apart.) And when the returns came rolling in, the Post advertisement pulled requests for a quarter of a million booklets—*four times as many as the other big magazine.*

Aluminium's Advertising Manager, Frank Dixon, is convinced the Post is a wonderful way to achieve these goals. He says: "The overwhelming response to our Post ad proves what we already believed: that when you want to tell your story to the right people, the Post is the place to do it. The Post's 'Adventures of the Mind' series was one of the reasons I concluded that the magazine is read regularly by influential families. That's why we used the Post to spearhead our entire campaign in the general weekly field."

Forward-looking Aluminium Limited is putting imagination to work on new spectacular advertising... in the magazine that produces spectacular results.

A CURTIS MAGAZINE
The Saturday Evening POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY!

Cranberry Scare Recedes . . .

Ocean Spray Lowers $2,100,000 Ad Curtain on '59s 'Unpleasant Publicity'

Group Tries First TV Show in Move to Expunge Memories of Cancer Tie

NEW YORK, Nov. 15—The story of the great cranberry crisis of 1959—and what it did to the nation's cranberry industry—was told here today by Ambrose E. Stevens, exec vp and general manager of Ocean Spray Cranberries Inc., the country's biggest grower cooperative.

Just one year ago this month (AA, Nov. 16, '59) the Food & Drug Administration shattered the industry's big selling season two weeks before Thanksgiving, when it warned that part of the '59 crop had been treated with a weed killer suspected of causing cancer.

The FDA warning virtually destroyed public interest in the product as consumers, fearing tumors with their turkeys, left cranberries sitting on retail shelves through the peak Thanksgiving and Christmas seasons.

■ According to Mr. Stevens, who addressed the New York Sales Executives Club here, the "debacle was ghastly."

"Under the influence of screaming headlines and the removal of stocks from many stores, three out of four families who always had cranberries for Thanksgiving didn't buy, and only one out of every two families who formerly had cranberries at Christmas repeated last year," said Mr. Stevens.

"As we took stock of our storm damage last January we found our wholesale, chain and retail customers loaded with unsold inventories several times larger than ever before, with no apparent market in sight. The grocery trade, which places great emphasis on rate of turnover as a major factor in profits had what looked like a year's supply on hand," he said.

■ Mr. Stevens said that after Ocean Spray had evaluated the "staggering statistics," it decided that the basic problem was a marketing one. "The challenge was really how to move existing stocks and prepare the way to sell a record new crop," he said.

Ocean Spray started on the comeback trail by shaving all nonessential employes from the payroll and instituting executive paycuts. To move existing stocks off grocer shelves, it offered 6% interest—paid in credit memos—on money retailers and wholesalers had tied up in cranberry products.

By Easter, a holiday nearly as important to cranberries as Christmas and Thanksgiving, Ocean Spray had a national sale of the product supported with more credit memorandums, he said.

■ "When the public saw Ocean Spray cranberries well-advertised in most stores," he continued, "they concluded that the product was all right. And as it turned out, market studies show that Easter sales were about the same as the year before."

For the critical selling season of '60, Mr. Stevens said, Ocean Spray has run a $2,100,000 ad and promotion budget to "obliterate and drop a curtain on past unpleasant publicity."

The stepped-up ad program included color pages in women's magazines, a heavy concentration of televised spots, and, for the first time in cranberry history, an hour television spectacular over a national network. The tv program, "The Story of a Family," appeared yesterday (Nov. 14) over NBC-TV.

In addition, Ocean Spray is currently introducing its products in cans carrying redesigned labels. This gives an added feeling of newness to the product, he said.

■ "Marketing is the answer to Ocean Spray's future," Mr. Stevens concluded. "Marketing requires expenditures because one must spend money to make money. At Ocean Spray this fall, we are not spending—we are investing dollars for the long-range pullout and return. Furthermore, we will have to continue investing and continue investing consistently. An accurate determination of the public frame of mind can't be made until after Thanksgiving and Christmas. Meantime, the 1960 crop, just harvested, is on hand. This crop is the largest on record, exceeding the average of the last ten years by 30%. From this, it may be seen that total recovery may take 24 months instead of 12," he concluded.

PHILIP L. ROSE *has been named advertising and sales promotion manager for Westinghouse Appliance Sales, New York. Mr. Rose, formerly retail creative supervisor for the Bureau of Advertising, ANPA, succeeds Andrew Schwartz, who has resigned.*

WHICH AD BUDGET REPORT DO YOU READ?

NEW YORK, Nov. 15—How accurate are advertiser estimates of their advertising budgets?

Last year, in the dark days following the FDA warning on possible cancer-causing agents in cranberries, Ocean Spray and its agency, Batten, Barton, Durstine & Osborn, complained that the announcement had vitiated a $3,000,000 ad investment in 1959.

■ At a press conference called to refute the FDA warning, Ambrose E. Stevens told reporters that the company had invested $1,200,000 in media advertising in advance of Thanksgiving (AA, Nov. 16, '59). Agency sources said the total "'59 budget would amount to $3,000,000—$2,000,000 in media and $1,000,000 in general promotion."

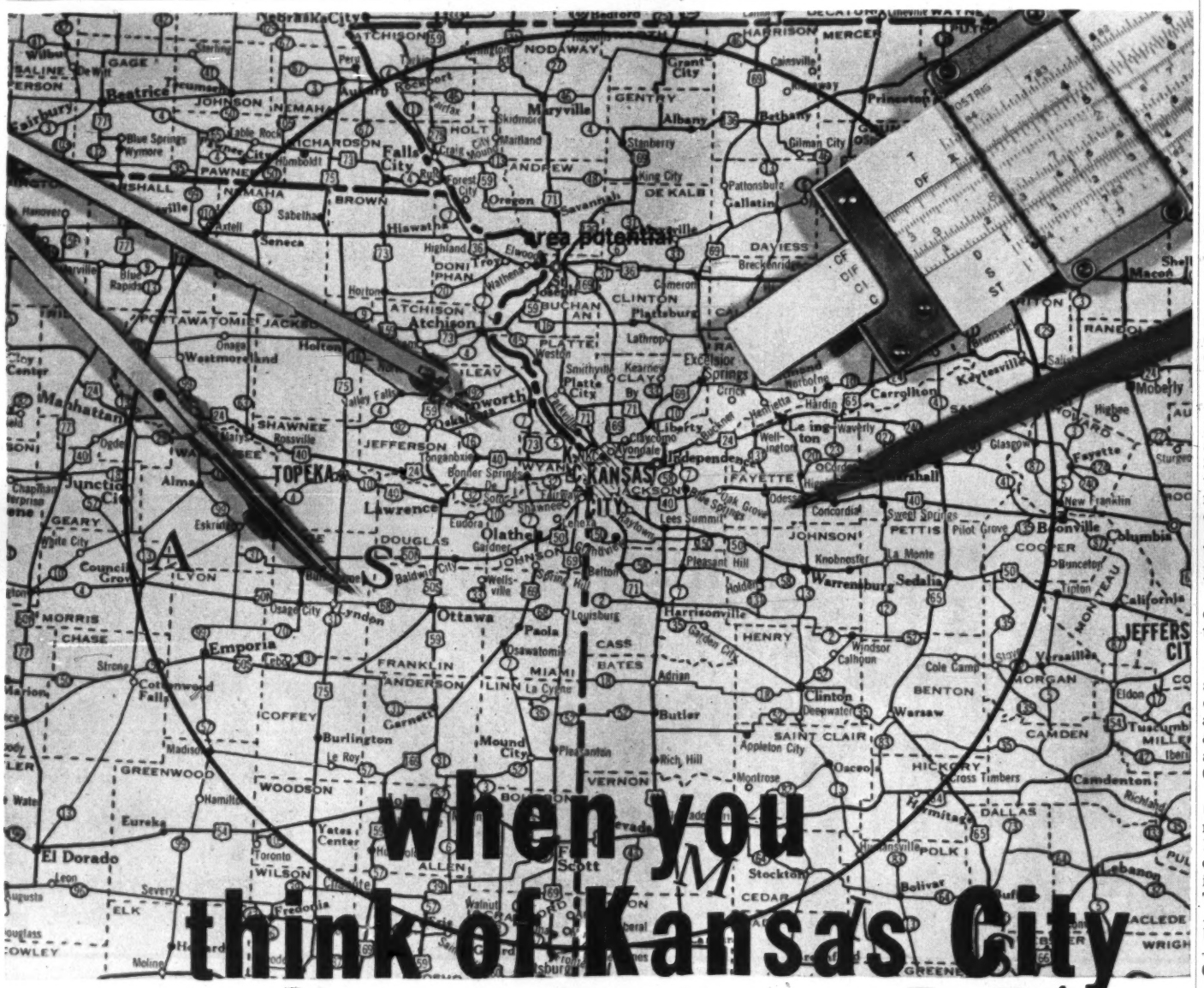
Following his speech to the New York sales execs today, however, Mr. Ambrose told ADVERTISING AGE that Ocean Spray invested $785,000 in advertising in '59 and the same amount in '58. #

Ryan Joins Ziff-Davis

William J. Ryan, formerly with Harker-Husted-Coughlin, Los Angeles, has joined Ziff-Davis Publishing Co. as western advertising manager of *Popular Boating* and *Popular Electronics*, Los Angeles. He succeeds J. Donald Cena, who resigned to join Whaley-Simpson Co., publishers' representative.

Theile Takes on 'Airlift'

Ralph R. Theile, director of sales of *Air Cargo*, published by American Aviation Publications, Washington, D.C., has been appointed to the additional position of director of sales for *Airlift* magazine.



From the TALL TOWER at Broadcasting House

Kansas City is the trade hub of this entire 200-mile-wide market. Serving hundreds of large and small towns like Peculiar, Missouri . . . Rulo, Nebraska and Tonganoxie, Kansas . . . KCMO-Radio and KCMO-TV give you 2,320,499 cash customers.

Get this big, bold, booming market at **low** cost-per-thousand on KCMO-Radio — 810 Kc. — 50,000 watts, Kansas City's most powerful station and KCMO-TV — Channel 5 — 100,000 watts full power from tall tower television.

*area potential

Kansas City MO TV-Radio-FM

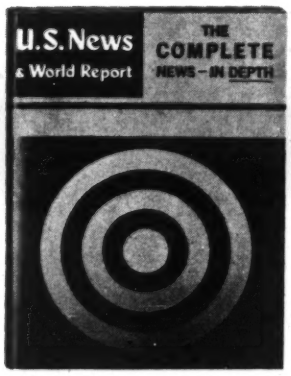
E. K. HARTENBOWER, V. P. and Gen. Mgr., R. W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines.

By every measure of important readership . . .

. . . the most important magazine of all



TO AN ADVERTISER "important readership" means the group of readers most concerned with his message. For example, take this very advertising message. Those readers who have not turned their attention elsewhere at this point most likely have a role or an interest in achieving maximum advertising effectiveness for their companies. They constitute the "important readership" of this advertisement.

And they have the greatest to gain from the following knowledge: for the first time in publishing history, a magazine devoted *exclusively* to the important, useful news of national and world events has attained a circulation of more than 1,000,000.

Why should this fact about "U.S.News & World Report" excite such widespread interest among advertisers? The answer is found in a fundamental advertising equation that states:

A magazine's *content* determines the magazine's *audience* which determines the magazine's advertising *effectiveness*.

The content of "U.S.News & World Report" naturally attracts the key people in business, industry, finance, government and the professions. They are the responsible people who *use* the important news for their business plans and decisions, their personal planning, investing and spending.

Their responsible positions are reflected in their average family income which is higher than that of any other news magazine . . . higher than *any* magazine with more than a million circulation. And perhaps most significant of all, here is an audience that in the great majority reads *no other* news, business, or management magazine.

DID YOU KNOW THAT

. . . during the first nine months of 1960, the 100 largest advertisers in the news and management field increased their advertising pages to a greater extent in "U.S.News & World Report" than in any other magazine in the field? Here are the figures:

1960 BOX SCORE (9 months)—100 Largest Advertisers

	1960 Pages	1959 Pages*	Gains
"USN&WR"	1,155	994	161
FORTUNE	601	446	155
BUSINESS WEEK	1,450	1,353	97
TIME	1,062	973	89
NATION'S BUSINESS	281	233	48
NEWSWEEK	1,112	1,079	33

Source: Analysis of Publishers Information Bureau reports.
*Pages placed in 1959 by these same 100 advertisers.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

NOW MORE THAN **1,175,000** NET PAID CIRCULATION

Advertising Sick with Self Delusion, Image Worship, Contempt of Consumer: Harper

DETROIT, Nov. 18—"Self delusion" and "image worship," closely followed by "contempt for the consumer," are leading ailments that plague advertising today, said Marion Harper Jr., president and chairman of the board of McCann-Erickson, addressing the Adcraft Club of Detroit.

Speaking on "The Pathology of Advertising," Mr. Harper said it is not his intention to assume the role of the father of advertising psychiatry, but he thought it was time to explore some common advertising illnesses.

■ "Self delusion is a drain on advertising activity and is most commonly an illness of the advertising technician who practices advertising for advertising's sake. It glorifies technique instead of the product and is the ailment of the advertising executive who designs a presentation as a spectacular instead of a tool of persuasive exposition.

"You can spot image worship when the advertiser attempts to project an existence in the market that is separate and different from the company's real identity. It leads to excessive emphasis in what people think about the company rather than what the company actually is. It is likely to bring a heavy overlay of cosmetics upon actuality. When advertising, born of this psychology, must go out into the world and stand comparison with other advertising, exposed in the market, it faces a degree of skepticism," he said.

■ "Contempt for the consumer may find its way into advertising," Mr. Harper went on, "through hard-driving pitchmanship, water torture repetition and callous disregard of the social environment in which advertising is read, seen or heard. Any attempt to argue that offensive advertising can be classed as effective advertising is false. Effective advertising interests, pleases and entertains while selling. It doesn't offend, bore or outrage."

Mr. Harper made a point of the failure of many marketers to properly judge roles of advertising and publicity, calling them two different communication forms. Publicity, he said, has the goal of creating a favorable climate for product acceptance, while advertising's goal is to create product preference.

"You can put it another way," he said. "Publicity is primarily indirect selling and advertising is direct selling."

■ Another ailment Mr. Harper touched upon was what he termed "still picture neurosis," which comes from conceiving the market as an event rather than a process. He said it is no earth-shaking news to learn that a company's market relationship undergoes constant change but that, widely preached as this is, far too much advertising today seems based on the premise that what was true last year or five years ago is still true.

"Of course," he added, "awareness of change will automatically avoid another ailment—looking down at the present instead of up at the future. Much advertising, which should be working to build product preference, is permitted to run in low gear with such purposes as so-called reminder advertising."

■ Mr. Harper also attacked "image worship" as one of the major causes of ineffective advertising and singled out a recent Rolls-Royce ad as an example.

He said that "image worship is often a rescue effort for a failure to study and define a company's identity." He then added:

"An example appeared in an advertisement the other day urging corporate readers to buy the company president a well-known foreign car. The ad promised that this would 'enhance the public image of the company.'

"I submit that people aren't so easily taken in; that those who may be are not taken in for long."

Ogilvy, Benson & Mather is the Rolls-Royce agency.

(Mr. Harper had some rather pungent remarks to make this week about the Ogilvy agency and still another account, Shell Oil. See story on Page 126.)

■ In concluding, Mr. Harper said a final neurosis of advertising doesn't need much elaboration.

"This is mediocre-itis," he said. "This is the illness with the highest incidence across the whole spectrum of advertising, from one medium to another. The remedy is the combination of many talents in a steady pursuit of excellence. No effort should be spared to bring them together. What can make the most of these talents is a set of controls—quality controls if you like—which relate the imaginative impulse to the business goal and assure the most thriving business health." #

Rogers Publishing Turns Down Rebate Plea by Advertiser

DENVER, Nov. 18—Rogers Publishing Co. has turned down a request by the Dayton Rogers Mfg. Co., Minneapolis, seeking to place advertising directly and receive for itself the customary 15% commission. Despite a similarity in name, the companies are not connected.

Dayton Rogers, an industrial manufacturer, which announced recently it was dissatisfied with agency service, surveyed trade publications about the possibility of dealing directly and getting back the usual commission. D. A. Rogers, president, said seven replies indicated willingness on the part of publishers (AA, Nov. 7).

E. S. Safford, chairman of Rogers Publishing (*Design News, Electrical Design News* and *Electrical/Electronic Procurement*), said he did not see how any publisher could pay a commission directly to an advertiser. The commission, he added, is not a kickback, nor a "toll gate fee that the advertiser pays to the agency on his way to the publisher."

■ Mr. Safford said the agencies were entitled to the discount for services performed, and that Rogers Publishing was "pleased to pay for services rendered." A publisher, he added, cannot pay a commission directly to an advertiser because the latter "has not rendered any service to the publisher.

"In many cases," said Mr. Safford, "we feel that agencies are underpaid rather than overpaid. While the publisher pays the agency a commission for services rendered to the publisher, some advertisers want to ride on this same payment and expect marketing counseling beyond that which the agency should supply in representing the publisher's products.

"It seems to us that in such instances the agency is clearly entitled to an additional payment from the advertisers over and above the publisher's discount which he normally receives."

If advertisers by-passed agencies, he said, they might save 15% in commissions "and lose a substantial percentage of product sales volume through non-professional marketing techniques." #

Arnoux Brown

Garten Reynolds

BROADCASTERS—*Getting together during a break at the Washington regional meeting of the National Assn. of Broadcasters were Campbell Arnoux, chairman of the board, WTAR, Norfolk, Va., radio and tv outlet; Thad H. Brown, ex vp of tv of NAB, now a Washington attorney; C. Tom Garten, general manager, WSAZ Inc., Huntington, W. Va.; and Paul E. Reynolds, assistant manager, WDBJ-TV, Roanoke, Va.*

Ad Managers Rate Media by Osmosis, Bissell Says

CHICAGO, Nov. 16—Many advertising managers don't read the business publications they advertise in, but would like to know more about the editorial objectives of the books, the annual fall conference of the Associated Business Publications heard today.

H. D. Bissell, vp of marketing at Minneapolis-Honeywell Regulator Co., noted that his company uses about 200 trade books, but said the ad managers read them well only at review time, when new schedules are placed.

■ The press of business prevents ad managers from reading the publications closely, he said, and they develop a feeling about a particular book "by a process of osmosis"—the agency attitude, comments heard about it, etc.

Part of the lack of understanding of a publication's editorial objectives results from "the isolation which you find necessary to impose between editors and advertisers," he said.

"Despite all this," he added, "I think we have a fairly good idea of where you stand and come pretty close to rating you just about where you belong."

■ Erik C. Isgrig, vp for advertising of Zenith Radio Corp., said in his company the opinion of the sales manager is considered most important in selection of which trade publications to use. Next come the agency and advertising department, followed by the dealers and distributors.

"We are not negative or cynical toward trade publications," he said. "We have to communicate to dealers, and trade publications are very important to us."

■ Two agency executives listed their criteria for judging editorial excellence of trade publications.

George Callos, president of Klau-Van Pietersom-Dunlap, Milwaukee, listed these points: Appearance, type of material (staff written or contributed), editorial balance, amount of background material developed for major articles, timeliness, provocative letters to the editor, meaningful new product section, size of editorial staff and the use of the editorial research service.

Mr. Callos also said he believed editors should do a better job of selling editorial excellence.

■ H. G. (Scotty) Sawyer, vp of marketing services of Marsteller, Rickard, Gebhardt & Reed, said he studies the publications by the familiar criteria of advertising (pre-selling good upcoming features, providing good reader services etc.), display (using the cover and table of contents to entice the reader inside the book), and packaging (making articles visually attractive).

"Publications should make reading easy and enjoyable," Mr. Sawyer said. "The more time the reader spends with the book the more chance the ad message has to be seen."

■ Divergent opinions on use of the editorial department's own readership studies were expressed at the conference. A panel of editors agreed that they would not let such information be used by the advertising department, feeling that this would tend to exert pressure and influence objectivity. But Messrs. Bissell, Isgrig, Callos and Sawyer agreed that they would place more confidence in that research than other material from space salesmen. #

Purolator to MacManus

Purolator Products (Canada) Ltd., Toronto, has named MacManus, John & Adams to direct its advertising account, estimated to bill $100,000 a year, which had been at J. Walter Thompson Co. Purolator makes filters for autos, aircraft and farm machinery.

Sarnoff Hits ABC Claim, Calls It Narrow-Gauge Net

NEW YORK, Nov. 17—NBC chairman Robert W. Sarnoff today sharply criticized the operational policies of ABC and the "din and devices" of what he termed that network's frequent claims of superiority in the industry.

Speaking to the annual NBC-TV affiliates meeting, he said NBC and CBS attempt to compete fully in all fields of service to the public, while the "narrow-gauge" network concentrates on a few popular categories of programming and building its case on the "manipulation of numbers," with no explanation of what lies behind the numbers.

Mr. Sarnoff condemned the practice of maintaining an "affiliation structure through wheeling and dealing that overpays the station in the strong bargaining position and builds a network on discrimination." He said one of the penalties for a network that sets its sights on the short range and the narrow service was to remain third among the networks in total weekly viewing.

Affiliates were told that NBC is now first in volume of sponsored programming, with more sponsored hours in its schedule than any other network.

■ The trend of the Federal Communications Commission toward stricter scrutiny of the broadcasting industry will be heightened by John F. Kennedy's administration, according to Robert E. Kintner, president of NBC. He told the affiliates that a better staffed FCC, in addition to keeping a sharp eye on the networks, will turn its spotlight on agency operations, advertisers, and "truth in advertising" in general.

Mr. Kintner said the greatest development NBC-TV has enjoyed during the past year is in the area of increased sponsor interest in public service shows. "Public spirited advertisers are cooperating with us," he said. "They realize these shows have terrific impact and that audiences for these shows are increasing all the time." One such public spirited sponsor, Mr. Kintner pointed out, is U.S. Steel Corp., which will sponsor the "Life of Christ" this season.

The NBC president revealed that the tv network has signed an advertiser (Gulf Oil Corp.) to sponsor coverage of top news events as they occur. The sponsor has agreed it will have no choice in the show nor voice in production.

■ Addressing the NBC Radio affiliates yesterday, Mr. Sarnoff said NBC currently is exploring the possibility of extending its network radio service around the clock. Reasons given:

(1) The growing market of night workers and early risers, which accounts for a part of the steady increase in auto traffic through the night, and (2) the coast-to-coast time differential which makes more listeners available during the night.

Mr. Sarnoff predicted that in the next 10 years advertisers' expenditures in network radio will grow by more than 50% to almost $1 billion annually.

■ William K. McDaniel, vp in charge of NBC Radio, said that the network now has 47% of all commercial time booked on network radio. In advertising dollars, the NBC share is well over half, he added. He listed increased station clearances as possibly the greatest reason for the network's success. #

grass

grass

grass

The unwanted, blade-like pattern on a radar screen is called "grass."

Grass obscures the beam trace, interfering with clear reception and understanding of the message.

Fairchild's 813 news-staffers the world over cut the grass from the pages of Electronic News. They report all the electronic industry's technical and business developments in a terse, clean and highly readable fashion.

Every week, engineers and executives benefit by this grass-free panorama of electronic news —in Electronic News.

$13,000,000 in All . . .

Shell Earmarks Entire '61 Ad Push for Dailies

NEW YORK, Nov. 18—Shell Oil Co., which last year spent $11,600,000 in the measured media, plans to spend about $13,000,000—its entire national advertising budget—in something like 300 daily newspapers next year.

The campaign—handled by recently-appointed Ogilvy, Benson & Mather—will be a departure from traditional gasoline and oil advertising. Insertions—in seven-column and full-page sizes—are expected to feature long, expository copy aimed at creating a romantic aura about gas and oil.

Copy, it was understood, will be along the lines of "There's a difference and here's why" theme. Copy will take newspaper readers behind the scenes, presenting little-known facts about gas and oil, and will plug away at the reasons why Shell products are superior.

■ The startling departures (concentration in one medium and radical copy approach) are part of a presentation being made by Ogilvy, Benson & Mather today at the Westchester Country Club, Rye, N. Y., to Shell executives and distributors.

The extent of Shell's media-thinking switch may be seen from the fact that in 1959, it spent $11,663,356 as follows: 28% in outdoor ($3,282,063); 22% in newspapers ($2,566,606); 21.9% in spot tv ($2,553,850); 12.9% in spot radio ($1,500,000); 9.4% in magazines ($1,093,547); 3.7% in business publications ($427,500); 1.1% in farm magazines ($127,605); and 1% in network tv ($112,185).

■ It was understood that Ogilvy, Benson & Mather, in addition to Shell Oil, will handle Shell Chemical Co., and that Shell Chemical's products will also be pushed in the newspaper drive in 1961. It was also expected that OB&M would review discount arrangements with newspapers.

Last year, Shell Oil spent an estimated $3,600,000 on unmeasured media, including point of sale. It was believed that the 1961 figure would be about $3,000,000, giving Shell a '61 budget in the neighborhood of $16,000,000. #

FCC Opposes NBC on Program Relays to Non-Affiliates

(Continued from Page 1)

percentage of the NBC network programs.

The commission said this NBC interpretation seems to broaden the "first refusal" clause of the affiliation contract to the point where it bypasses the commission's rule limiting the right of stations to secure territorial exclusivity.

"If all networks were to follow, interpret and apply 'first refusal' provisions in their affiliation agreements in the same fashion," FCC wrote, "the effect would be to enforce the position of KLEW-TV as the sole purveyor of network programs in the Lewiston area and to deprive the listening public of many programs that might otherwise be available through other television facilities."

The controversy reached the letter-writing stage after extensive consultation with affiliates and FCC staff members. NBC has taken the position that "if an advertiser can get Lewiston for nothing by buying Spokane, he'll never order Lewiston." #

H. Leslie Atlass, Former CBS Exec, Radio Pioneer, Dies

MIAMI, Nov. 18—H. Leslie Atlass, 65, broadcasting pioneer and former head of CBS in Chicago, died here early today of a cardiac condition. Mr. Atlass retired from CBS on his 65th birthday on Nov. 29, 1959.

With his brother Ralph, he originated WBBM in an amateur spark station in Lincoln, Ill., in 1911. In 1920 they expanded it to a 200-watt amateur tube transmitter, and in 1923 they received a broadcasting license with the call letters, WBBM.

H. Leslie Atlass

The station was moved to Chicago in 1924 with operations maintained in the basement of a home. Mr. Atlass affiliated WBBM with the CBS network in 1928, and when he sold the station to CBS in 1933, Mr. Atlass was named vp and general manager of the station and now defunct CBS central division.

■ In 1953 he took over management of WBBM-TV, purchased by CBS from Balaban & Katz. He was noted for the strong way in which he operated the stations, not necessarily conforming to CBS patterns.

He was credited with helping to develop many entertainment-world stars, such as Gene Autry, Pat Buttram, the Andrew Sisters, Patti Page, Ben Bernie, Fran Allison and others. His yacht, the Sis, was the largest in the Chicago yacht complex and was named for his daughter, Harriet (Mrs. Don Dillon).

Survivors include his daughter and a son, Frank, who are associated in Frank Atlass Productions, Chicago tv packager (Frank is also a broadcasting advisor), and a brother, Ralph, general manager of WIND, Chicago, and a Westinghouse Broadcasting vp.

Clark Gable, 59, Huckster Prototype, Movie King, Dies

HOLLYWOOD, Nov. 17—Clark Gable is dead, but thanks to the "Late Late Show" Vic Norman lives on.

Mr. Gable's death yesterday recalled that one of his famous roles was that of hero Vic Norman in "The Hucksters," a 1947 Metro-Goldwyn-Mayer release based on the novel by Frederic Wakeman.

"The Hucksters" is generally credited with beginning the flood of books "exposing" the advertising business, and leading to the "Madison Ave." label which critics now pin to anything resembling persuasion.

■ ADVERTISING AGE, reviewing the movie in 1947, called it "a caricature of a caricature."

"The screen play, according to the credits, 'is based on the novel by Frederic Wakeman,' but the picture is often different in content and theme from the novel," AA reported. "Agency men who lived in fear of the movie's portrayal of the advertising business should be able to relax; its treatment parallels those fascinating newspaper pictures in which a girl reporter telephones in headlines to the city desk."

■ Mr. Gable portrayed the high-powered agency man who joined a big New York agency and made even the bombastic client Evan Llewellyn Evans (played by Sidney Greenstreet) sit up and take notice. #

CORNERED—*Jensen-Thorsen, Addison, Ill., is running this color ad in 1961 Better Homes & Gardens' Kitchen Idea Book Annual for 1961, out Dec. 20, for its corner sinks. Wright, Campbell & Suitt, Chicago, is the agency.*

400 Dailies Get Bates Plea for Discount Review

(Continued from Page 1)

could be applied to this schedule in your newspaper."

The Bates letter, mailed earlier this month to about 400 newspapers, pointed out that the cigaret maker has been an increasingly heavy user of newspaper r.o.p. since 1959, and "has been impressed with the opportunities as well as execution of productive merchandising programs at the local level."

■ "In our opinion," Bates continued, "further stimulation of our clients' increasing interest in the values of high-frequency newspaper advertising can best be accomplished via a realistic and competitive discount structure. As you know, discount opportunities for volume advertisers play an integral part in the evaluation and usage of any advertising medium.

"We have recently completed an exhaustive study of all mass media (radio, tv, magazines, etc.) to determine the average discount available to a 26-time advertiser. This discount amounts to 15%. Not only do other media offer this frequency discount, but it is now available in an increasing number of newspapers," Bates said.

"At the present time, you do not offer this frequency discount, or if you do, it is considerably below the 15% industry average.

■ "Since this frequency discount represents the industry average, we urge you to re-examine your present discount pattern. The availability of this type of discount in your newspaper should stimulate widespread acceptance of newspapers by us as well as other heavy frequency advertisers, and would most certainly serve as an additional incentive toward fulfilling predetermined schedules. We look forward to your reply as soon as possible."

Mr. Gray told ADVERTISING AGE that the newspaper letter represented a request for information, rather than for a discount. He indicated that no pressure was being exerted to grant discounts in order to get on the schedule.

"We think that if a fellow wants to invest $4,000,000 to $5,000,000 in newspapers, he should be encouraged with discounts," he said. "It's a basic American principle. A publisher pays one rate for a single carload of newsprint and another rate for a whole trainload, doesn't he?" #

U.S. Business Should Step Up Marketing in Underdeveloped Lands, Trade Council Told

NEW YORK, Nov. 16—U.S. business was urged this week to step up its investments abroad, particularly in underdeveloped countries.

This international expansion was described as both practical and patriotic by a host of speakers who addressed the annual convention of the National Foreign Trade Council.

Among the sparks off this anvil were these:

• Ralph J. Cordiner, chairman of General Electric, called for "a significant and continuing commitment to the cultivation of overseas markets," pointing out "the timid, half-hearted commitment will never become a significant source of profit." He added that companies which become "constructive" members of communities overseas serve as "an operating beachhead for freedom."

• Murray D. Bryce, senior staff economist of Arthur D. Little Inc., deplored the lack of attention to underdeveloped areas, noting that "the idea of low margins and high volume, which has made American enterprise great at home, is as unknown to most business men in underdeveloped countries as it is to the public. He said that unless we are prepared to move into these areas on a long-term basis, "we might as well stop talking about what private investment can do for the underdeveloped countries, and let the Castros have their turn."

• H. E. Humphries Jr., chairman of U.S. Rubber Co., said, "We are seeing the beginning of an explosion in business overseas," and he expressed confidence that the U.S. will be able to hold its competitive lead.

"We hold one card that no one can trump," he said. "It is the American agility in bringing out new products. We have been drilled so long under the stern demands of highly competitive enterprise that it has become second nature for us to think ahead and be always ready to change our tack when the customer blows in a new direction. We have acquired a nimbleness that others will not soon be able to match."

■ John E. Brent, exec vp of IBM World Trade Corp., said that too large a percentage of our capital is going into the developed countries. He conceded that the underdeveloped areas are relatively high investment risks but he pointed out that "considering the very impressive long-range opportunities which these underdeveloped countries offer, we would be promoting the vital cause of world peace and freedom if we show a greater readiness to develop productive facilities there."

Mr. Brent offered the following graphic contrast between the developed and the underdeveloped areas:

"The developed areas have a population of 615,000,000, a gross national product of $851 billion, a per capita GNP of $1,340. The underdeveloped countries have a population of 1.2 billion, a GNP of $159 billion and a per capita GNP of $129. In other words, the underdeveloped countries have twice the population of the developed, one-fifth of the GNP and 10% of the per capita GNP.

"$129 per year is just a little over 30¢ per day. But this only tells part of the story. Of these 1.2 billion people with 30¢ per day, more than half have very much less. You can't have a good business any more than you can have a good world with half the people free, half slaves, half fed, half starved. And the gap between the haves and havenots is not diminishing, it is increasing." #

Jones & Lamson Runs Hefty Ad to Correct Heady Rate Claims

SPRINGFIELD, VT., Nov. 16—Last Aug. 27, Jones & Lamson Machine Co. used a page ad in *Business Week* to discuss the low cost of leasing J&L equipment. Outlining the rates, the ad declared: "This is heady language for your comptroller and treasurer . . . just ask them."

But there was little time to get the response of prospective clients, because the rates advertised were just a little too heady for J&L's own treasurer.

"He came in like a Kansas tornado," said Jordan D. Wood, manager of marketing.

The result: Another page ad in *Business Week* on Nov. 11 announcing an "important correction."

■ The company apologized for its "glaring error" in announcing that certain equipment could be leased at an hourly rate of $2.50 per $1,000 of machine value, with no down payments. The company meant to say, the correction stated, that the rate was really $2.50 per $20,000 of machine value.

The mistake was the company's and not *Business Week's*, Mr. Wood said. The original ad was approved by the accounting department and printed.

J&L decided to capitalize on the mistake by running the follow-up ad, and paid the normal rate. #

Wiese Named PR Chief of Burnett; Center to Motorola

Otis L. Wiese, who joined Leo Burnett Co. last year as a member of the agency's creative review committee (AA, June 29, '59), has been appointed vp in charge of public relations, effective Jan. 1. He succeeds Allen H. Center, who is rejoining Motorola Inc. as head of all public relations, the same job he held before joining Burnett last year (AA, June 8, '59). Mr. Center is succeeding Jack D. Ewan, who is leaving Motorola to join Fuller & Smith & Ross, Chicago, as account supervisor for public relations.

Otis L. Wiese

Burnett also has named Ned R. McDavid, formerly with *McCall's*, manager of the pr section in its New York office, succeeding Harold W. Gully, who was named manager of the pr section in the Chicago office. Donald Vogt, formerly with Needham, Louis & Brorby, has joined Burnett as a pr account executive.

Green Bay Daily Boosts Torinus

John B. Torinus has been named president of Green Bay Newspaper Co. and executive editor of the *Green Bay Press-Gazette*. Mr. Torinus, who has been with the daily since 1934, succeeds the late A. B. Turnbull, who died last month (AA, Oct. 24), as president. David L. Nelson, business manager, has been named treasurer of the company.

Slater Joins Maurice Mullay

George A. Slater has resigned as president of Mumm, Mullay & Nichols, Columbus, O., to join Maurice Mullay Inc., Columbus, as exec vp.

Who reads CHICAGO'S AMERICAN?

Judge B. Fain Tucker has served as a Judge of the Cook County Circuit Court for 6 years. A graduate of the University of Chicago Law School, she is one of the few woman circuit court judges in the United States.

"I do," says Judge Tucker

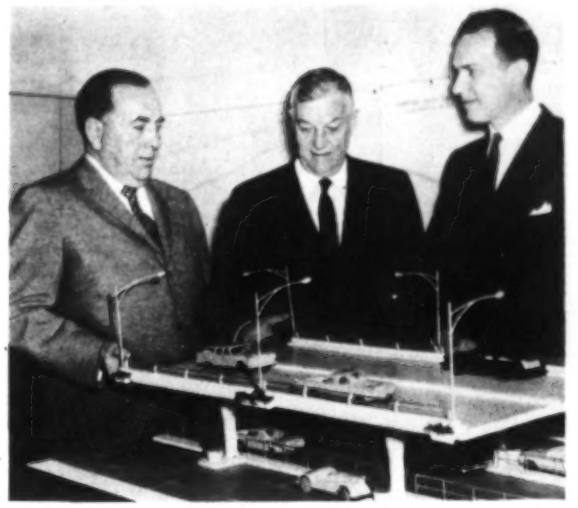
"As a Circuit Court Judge I am a very busy woman. I want an impartial and reliable newspaper and I particularly want it to be easy to read in a hurry. That's why I like CHICAGO'S AMERICAN. The news coverage is complete, yet concise and right to the point.

"As a woman, I am naturally interested in foods and fashions. The AMERICAN fills the bill here, too, with up-to-the-minute features by Jean Cameron and Mary Martensen.

"Read the AMERICAN? Indeed I do!"

B Fain Tucker

Richard J. Daley, Mayor of Chicago, is shown above (left) in discussion with Dr. Rettaliata, President of the Illinois Institute of Technology (right), also a leader in civic improvement, and Mr. Roddewig, Chairman of the Chicago Plan Commission and President of the Association of Western Railways.



"I do" says Mayor Daley

"So do we," say Clair M. Roddewig and Dr. J. T. Rettaliata. Mayor Daley adds, "When men like Mr. Roddewig and Dr. Rettaliata work with me for civic improvements, such as this proposed Western Avenue Through-Lane Overpass and for slum clearance and the redevelopment of blighted areas, CHICAGO'S AMERICAN is back of us 100%. The paper that works with us for civic progress is the paper for us. That's why these gentlemen and I read CHICAGO'S AMERICAN."

Richard J Daley

From left to right in the picture at the top of the page are: Leo K. Bishop; Dr. Louis L. Mann, rabbi, Chicago Sinai Congregation; Archbishop Bernard J. Sheil, auxiliary bishop of the Roman Catholic Archdiocese of Chicago; and Dr. Archibald Carey, Jr., minister of Quinn Chapel.

"I do," says Leo K. Bishop

"In my job as vice president of the central division of the National Conference of Christians and Jews, I work with religious leaders, such as Archbishop Bernard J. Sheil, Dr. Louis L. Mann and Dr. Archibald Carey, Jr., to build a better understanding between peoples of all races and creeds.

"We are all impressed with the AMERICAN'S excellent editorial and news treatment of our aims and activities. CHICAGO'S AMERICAN is one of the major forces helping to create a society without discrimination in our city.

"Yes, I read the AMERICAN! And so do Archbishop Sheil, Dr. Mann and Dr. Carey."

L. K. Bishop

Influential Chicagoans tell *why* they read Chicago's American, and their reasons illustrate the significant physical and creative differences between Chicago newspapers . . . bear testimony to the ability of Chicago's American to *attract, influence* and *move-to-action* hundreds of thousands of Chicagoland families.

"exciting pictures", "pages sparkling with color" attract readers — "entertaining columns", "informative features" develop loyal readers — "forthright and outspoken comment", by Chicago's most stimulating writers, builds reader confidence — "comprehensive, alert handling of the news", "on-the-scene stories" stimulate intensive readership of every page every day . . . *the ideal climate in which to do business.*

CHICAGO'S AMERICAN

Wholly owned subsidiary of the Tribune Company, Chicago, Illinois

where people can vote for all 3, they elect ABC

NETWORK	RATING*	1/2 HR. WINS*
ABC-TV	19.8	26
NET Y	17.3	14
NET Z	17.1	11

*Source: Nielsen 24 Market TV Report covering all commercially sponsored evening programs, week ending October 30, 1960. Sunday, 6:30-11 PM, Monday—Saturday, 7:30-11 PM.

Where the 3 networks have equal facilities, where the people have a 3-way choice, most homes watch ABC-TV most of the time. The chart on the left nails that proposition down beyond quibble. But it doesn't give you the whole story. For the time in question (week ending October 30) ABC had 26 firsts out of 51 half hour periods, more than the other two combined. Network Y had 14, Network Z, 11. In the nights-of-the-week department, ABC led with 4 out of 7. Network Y took 2, Network Z, 1. On a program basis ABC had the highest rated program and 3 out of the top 5. *It's smart to do business with* **ABC TELEVISION**

The Editorial Viewpoint . . .

Let's Get Tougher About Facts

If you have any doubts about the fact that "Madison Avenue" is being used as a symbol of wickedness and greed and irresponsibility, hearken to this sad tale:

In the Oct. 14 issue of *Chicago's American*, a special dispatch from Peter Andrews, Washington correspondent, was played up as a feature, with a head splashed over eight columns: "Warns 'Fertility Binge' Could Destroy the Economy."

Said the story:

"Robert Cook, director of the *Population Bulletin* of the Population Reference Bureau Inc., blamed Madison Avenue advertising techniques as one of the main causes of the newly emerging 'fertility cult' in America that lives for immediate profits and expanding markets with no regard for the possible consequences . . .

"Cook laid the blame for the 'imbalance' [in births and deaths] on the doorstep of Madison Avenue and its marketers who try 'to stimulate the continuation of high birth rates for their own self interests'."

Now, the fact seems to be that Mr. Cook included in his regular monthly bulletin for October an article headed "Fertility Cult: U.S.A.," as well as a considerable reprint of two chapters of Vance Packard's new book, "The Waste Makers." Mr. Cook makes no reference to "Madison Avenue" at all in his piece, nor to advertisers, marketers or anyone else. He merely says there is a "widespread, vocal and highly influential 'fertility cult' " which he does not further identify. Mr. Packard, of course, makes it clear that advertisers are leeringly happy about the baby boom and are doing their dastardly best to cash in on it, but even he neglects, in these excerpts, to mention "Madison Avenue." Mr. Cook says he had no personal contact with Mr. Andrews, and that the Andrews article must have resulted from the bulletin.

But Mr. Andrews has now moved this particular ball a considerable distance down the field. Marketers and advertisers are no longer merely happy about the baby boom and benefiting from it; these wild-eyed Madison Avenue characters are actually responsible for it! Presumably, they thought up the whole idea and cleverly sold it to an unsuspecting populace.

We are afraid this represents the kind of "automatic translation" of "Madison Avenue" and "advertising" which we can expect to see a good many times unless something important is done to change the image.

Incidentally, both Mr. Cook and Mr. Packard quote approvingly from an article by Prof. Joseph J. Spengler, outlining the dangers of unrestricted population growth. Mr. Cook quotes Prof. Spengler as though his article were in the current issue of *Harvard Business Review*. As a matter of fact, it appeared almost five years ago—in the January-February, 1956, issue—and was reprinted, in nearly full text, in the April 9, 1956, issue of Advertising Age.

If an adman had quoted a five-year-old article so as to give the impression it was current, he would be held up to great scorn. And since *Harvard Business Review* is read by business men, and Advertising Age by "Madison Avenue advertising men," ought we not to get some merit points for printing this severe attack on the preachments of the "fertility cult" long before Mr. Packard got around to expressing his concern?

Betty Furness and Selling Symbols

The "retirement" of Betty Furness from an 11½-year stint as No. 1 salesperson for Westinghouse appliances is excuse enough, it seems to us, for us to voice our strong feeling that he who ties his product sales story too closely to a single personality may be said to be living dangerously.

Betty Furness, Arthur Godfrey and other masters of the art of mass selling notwithstanding, we can't help feeling that, over the long pull, the product line which permits its personality, so to speak, to be submerged beneath the personality of an individual is making a serious mistake.

The advantages of using such a personality are obvious, not only in selling and influencing consumers, but also in firing up your own sales force and your dealer organization. They are so obvious, in fact, that the other side of the coin is frequently overlooked.

But there is another side to the coin. For one thing, building up a dominant sales personality means interposing one more link between product and customer. People listen *to* Betty, or Barbara, or Arthur, and only incidentally listen *about* a product. For another, even the most popular personality leaves some percentage of the potential customers stony cold. And what happens when the parting of the ways comes, as it inevitably does?

There is a great deal to be said for the Kraft system, in which the product always gets the spotlight, and humans provide the voice and the necessary competent hands, without being seen or identified in any way.

Gladys the beautiful receptionist

—Leon Seelig, Leon Seelig & Co., Advertising, St. Louis.

"He was impressed with our psychiatrists, zoologists, philosophers, physiologists, archaeologists, motivational researchers, brainstormers and tattoo artists—but decided he needs an agency with a copywriter."

What They're Saying . . .

Practical Reasoning

I can see no way that commercial broadcasting, operating on an economic base that makes it completely dependent on advertising revenue, rationally can be expected to provide a substantially greater proportion of the distinguished programming that now occasionally gladdens the eye but does nothing to enrich the coffers. The advertisers quite naturally want the biggest possible audience; the biggest possible audience wants the Dinah Shore Chevy Show, and those of us who want something else can always read a book. I agree with Walter Lippmann that this is not good enough, but I nevertheless hesitate at the edge of government control.

The reason is practical, not philosophical; I simply have little faith in the ability of the American people to set up a public agency that will not be more subject to pressures toward blandness and conformity than are the advertisers; if this is the only choice, I am inclined to take my chances with Madison Avenue rather than with the FCC—and besides, I would just as soon read a book.

—Harry Ashmore, in Adventures of the Mind, The Saturday Evening Post.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Rough Proofs

"While patients wait, they read, adding millions of exposures at no extra cost," says *Today's Health* of its doctors' office circulation.

And fortunately for the advertisers, the patients always have to wait.

•

Nixon and Kennedy just about split the popular vote in the Presidential election, but Jack was 'way out in front in the electoral college.

Looks as if a lot of the voters must have been short-changed.

•

George V. Allen has left the U. S. Information Agency to become head of the Tobacco Institute, where his command of information techniques should be of considerable value to his dues-paying members.

•

"If the South had won the Civil War," a subject dramatized for *Look* by MacKinlay Kantor, Sen. Johnson of Texas wouldn't have been running for the Vice-Presidency.

•

Two Swedish princesses who attended a college football game Nov. 12 at Evanston, Ill., must have been surprised to see how infrequently the oval was actually foot-propelled.

•

"95% of the people don't buy Chun King," is the news the manufacturer is pushing out over the air waves.

This is as good a way as any to persuade them that Stan Freberg knows what they've been missing.

•

Mennen is the latest shave cream manufacturer to be told that its ads for its favorite product are false and misleading.

The FTC suggests that underwater demonstrations may be slightly underhanded.

•

"68.1% of our readers," reports *'Teen*, "don two or more swimsuits!"

Girl watchers are assured that they don't wear them all at the same time.

•

"Top marketing men overpaid, chief executives tell *'Dun's'*," the story says.

It's the usual 8 to 5 these chief executives weren't connected with top marketing firms like P&G, for instance.

•

"Never fool with a lady," warns *LHJ*.

That's probably good advice, but human nature being what it is, the chances are against its being accepted by members of the admiring, if not admirable, sex.

•

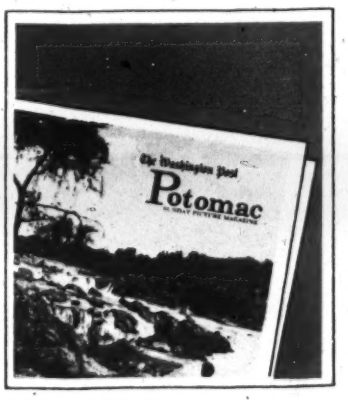
The FTC believes that list prices on appliances are "pure fiction," and some automobile dealers' shenanigans on trade-ins suggests exactly the same thing.

•

Betty Furness may find, in her search for a tv show of her own, that she is still effectively, if unofficially, married to a Pittsburgher by the name of Westinghouse.

Copy Cub.

Starting February 5th, 1961, "Potomac Sunday Picture Magazine," a new local rotogravure section of The Washington Post with nearly 50% more circulation than any other Washington Sunday paper, will provide a new selling opportunity for advertisers in one of the nation's top 10 markets.

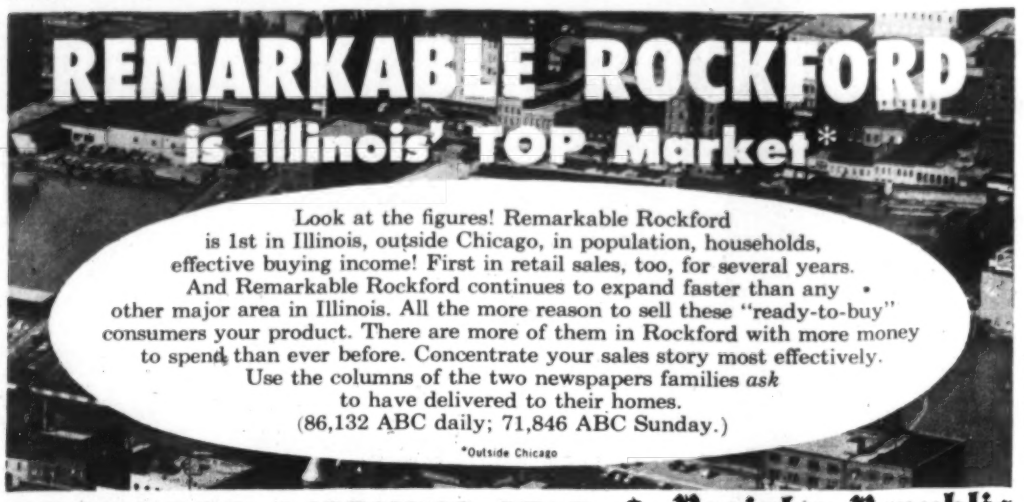


Member Metropolitan Sunday Magazine Group

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Stark, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly.



ROCKFORD MORNING STAR & Register-Republic

Fellman Moves to N.Y.; Names Palmer Art Director

Leonard F. Fellman Co., specialist in sales promotion and merchandising, has moved its headquarters from Philadelphia to 130 E. 39th St., New York. Ted Palmer, formerly art director of Adams & Keyes, New York, has been named to a similar post with Fellman.

Wade Expands in L.A.

Wade Advertising has moved its Los Angeles office to larger quarters in the new First Federal Bldg. A "Roaring '20s" party officially opened the new offices, symbolizing the agency's 20th year in L. A.

George Cole Joins Mogul

George E. Cole, formerly with J. Walter Thompson Co., has joined Mogul Williams & Saylor, New York, as associate creative director.

Business Papers, Dealers Take Over Brunt of 'Snowflake'

NEW YORK, Nov. 16—Operation Snowflake has started snowballing again, even thourgh U. S. Steel withdrew most of its support earlier this year.

U. S. Steel started Operation Snowflake in 1954 as the first industrywide promotion of major appliances as Christmas gifts. The program grew so successful that U. S. Steel decided this year to discontinue most of its contribution, since it was "satisfied that major appliances had become established in the greatest gift buying season."

The promotion was not left without a sponsor, however. Trade magazines, newspapers and appliance dealers are continuing it on their own, and a good response is reported.

Three appliance magazines —*Electrical Merchandising Week, Gas Industries* and *Mart*—are offering dealers a variety of Snowflake advertising materials used in previous years. The materials are being furnished by U. S. Steel, but the magazines are promoting and distributing them.

■ *Electrical Merchandising Week* devoted six pages in its Oct. 3 issue to offer ad mats selected from four previous Snowflakes. To date, 646 dealers have requested the mats. *Mart*, in its October issue, offered reprints of last year's U. S. Steel tv commercial, plus Christmas display kits used last year. So far, 400 kits and 40 films have been requested.

Gas Industries is also offering a selection of ad mats in cooperation with U. S. Steel. The service is also tied in with the American Gas Assn. Christmas promotion program. To date, 150 gas companies have responded to the offer.

In previous years, in addition to running national consumer ads, U. S. Steel had distributed newspaper supplements, including editorial features and suggested ads, to dailies and weeklies across the country. This year, U. S. Steel is putting out a three-page section of editorial features only, promoting major appliances as the "ideal Christmas gift." It will complement an advertising section put out by the Bureau of Advertising, called "Make your home happier with a new appliance."

■ In 1954, the first year for Operation Snowflake, the promotion produced 2,734,659 lines of local advertising for newspapers. Christmas appliance ad linage increased each year, reaching 14,308,776 lines in 1959. The six-year total is 47,608,259 lines.

Batten, Barton, Durstine & Osborn is U. S. Steel's agency. #

'Life' Boosts Two

Arthur W. Keylor, formerly business manager of *Life*, has been named general manager of the magazine, succeeding Robert T. Elson, recently appointed chief of Time-Life's London news bureau. James T. Kerr, assistant business manager, becomes business manager of *Life*.

Music? Make mine Cha-Cha-Cha . . . TCHAIKOVSKY!

As long as people are human they will continue to change their minds, their interests, their needs and tastes. And from this gem of wisdom we've arrived at the conclusion that the radio station that stays in tune with the times is bound to get the lion's share of the listeners' time. Right now there is a keen desire for enlightenment. In keeping pace with this trend, WJR emphasizes enlightening programs. The audience response has been overwhelming.

For example: a large group of housewives formed the "Don't Call Between 10 A.M. and 11 A.M." Club. That's when WJR's "Adventures in Good Music" is on the air. Cha-Cha-Cha-inclined listeners have not been abandoned, but good music and its equivalent in informative programs are receiving more and more time. Our listeners demand a finer grade of entertainment and they get it. We never could buy that ridiculous "12-year-old mentality" bit. If you don't either, call your Henry I. Christal representative and see what WJR . . . the station that's in tune with the times . . . can do for you in this enlightened area.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

Fine Arts programming is a part of complete range programming—something for everyone.

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

Service News

505 N. LaSalle St., Chicago 10, Ill.

IN THE TOP RETAIL MARKETS

TIME reaches America's richest retail markets. **More than half of all retail sales are registered in less than 4% of America's 3,070 counties. In those top-profit counties, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.** As in every other important marketing category, TIME gives you concentration and coverage where it counts.

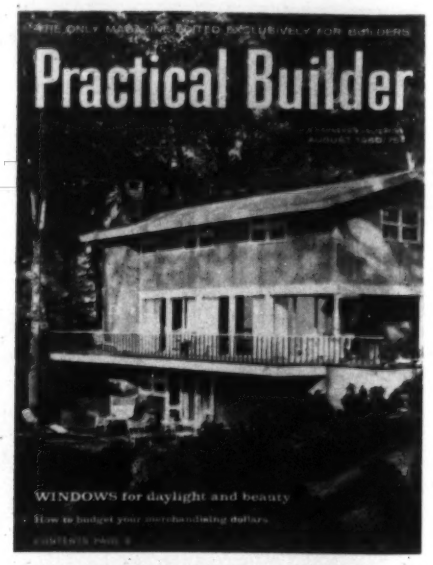
TIME

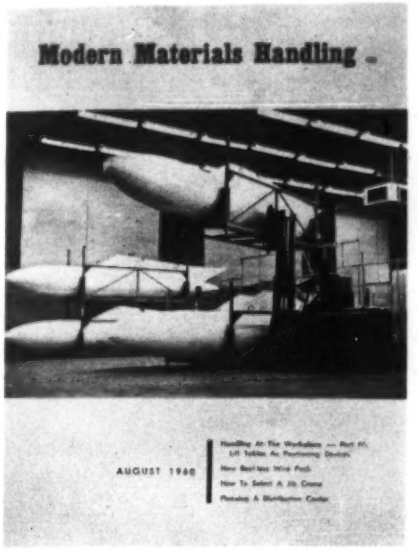
THAT'S

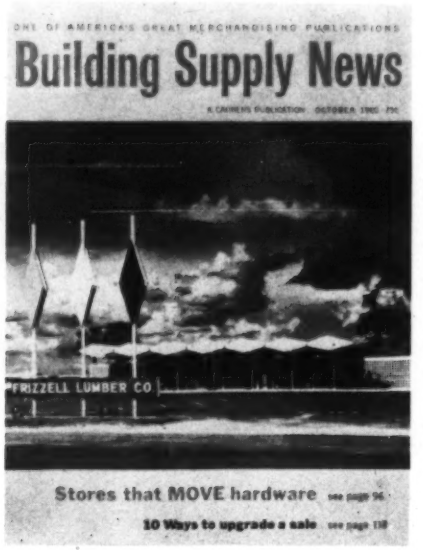
RETAIL SALES
Circulation concentration in the top 100 counties

TIME, The Weekly Newsmagazine	59.7%
Holiday	56.8%
Life	55.8%
Sports Illustrated	53.4%
U.S. News & World Report	52.1%
Newsweek	50.5%
Reader's Digest	50.5%
Look	46.8%
Better Homes & Gardens	45.9%
Saturday Evening Post	44.7%

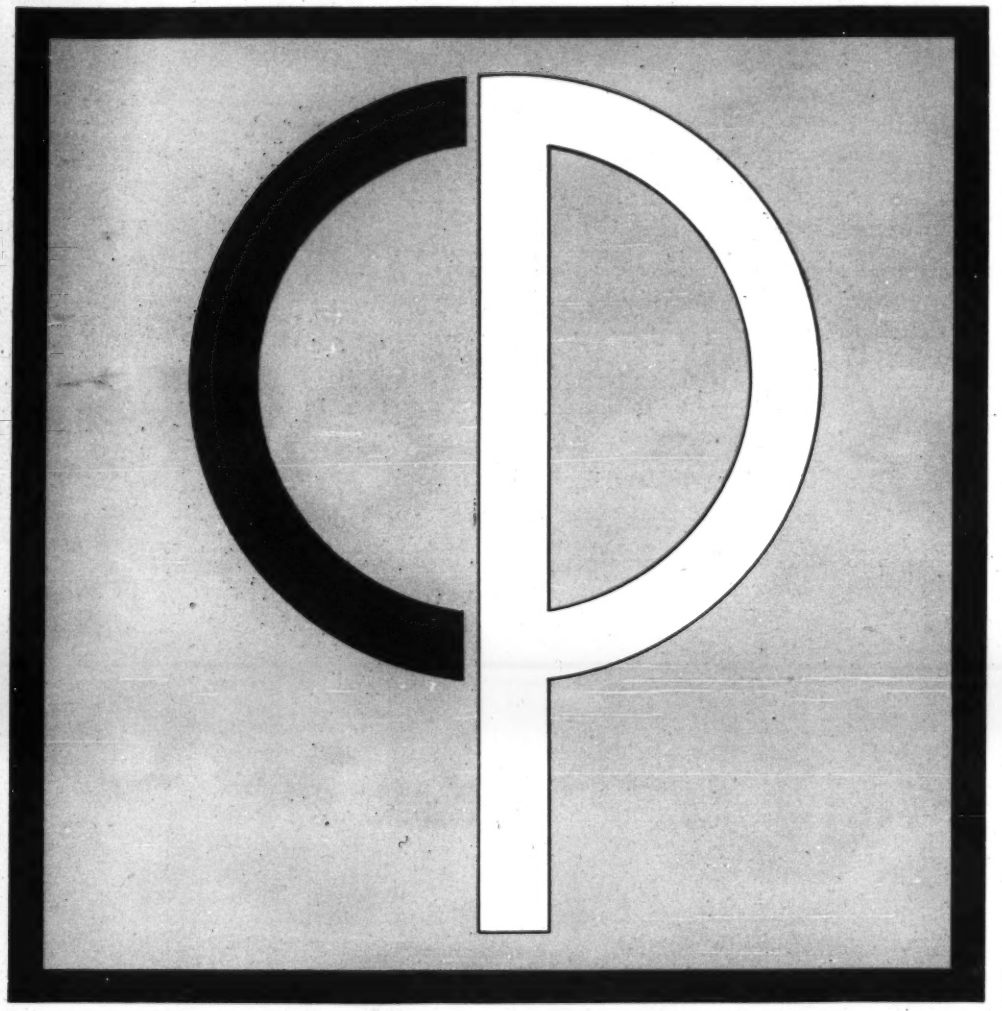
Source: Sales Management's "Survey of Buying Power" (2/10/59) and latest available publishers' reports—TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U.S. News & World Report (3/28/59) • Newsweek (3/23/59) • Reader's Digest (April 1959) • Look (3/16/59) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)



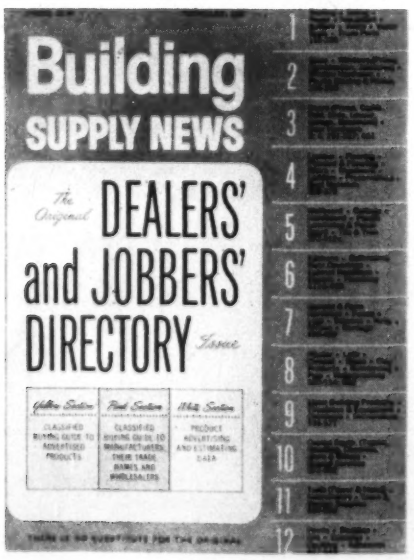


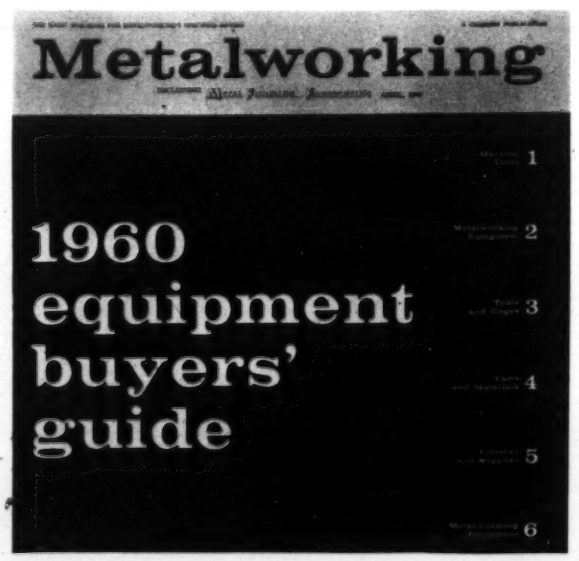


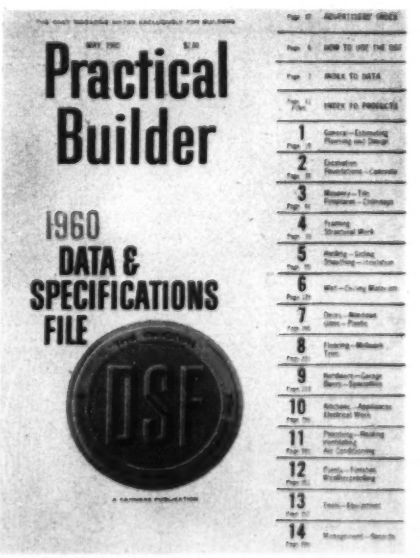
SYMBOL OF SERVICE

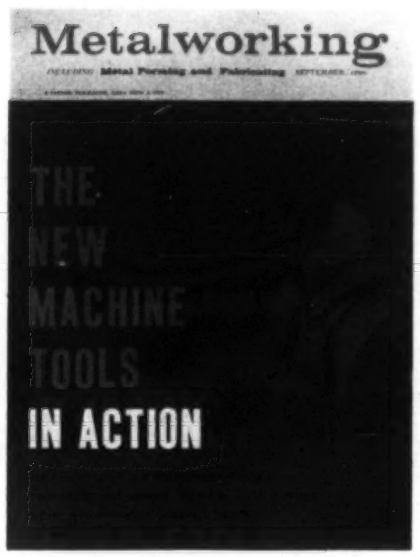


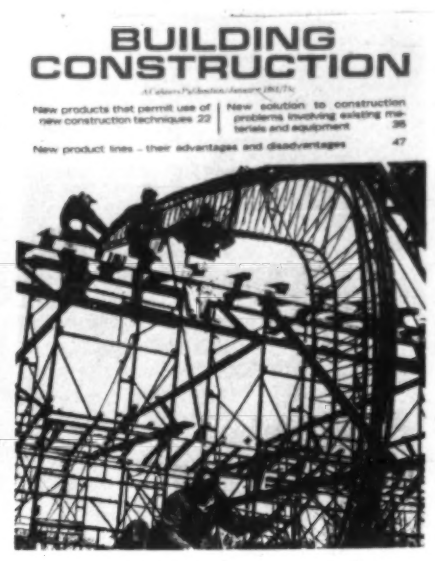
CAHNERS PUBLISHING

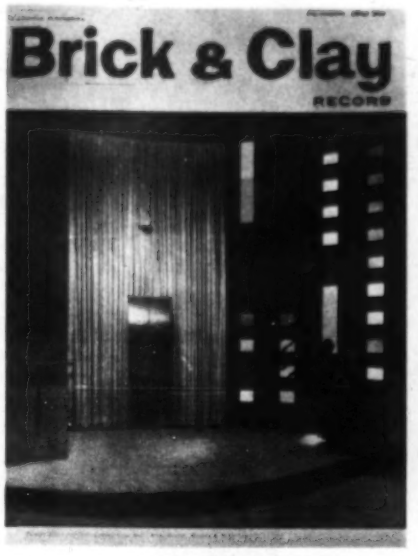


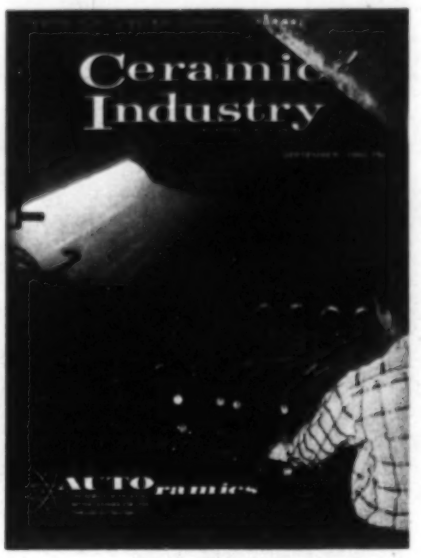










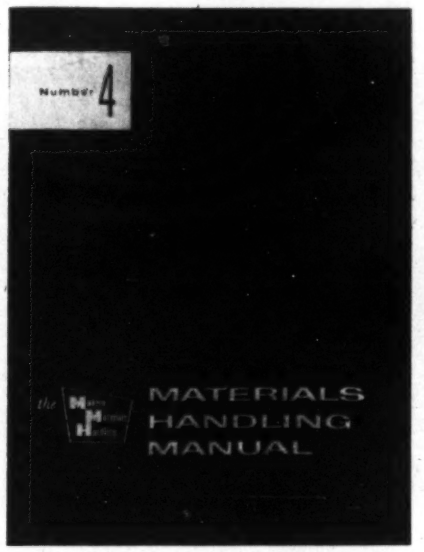


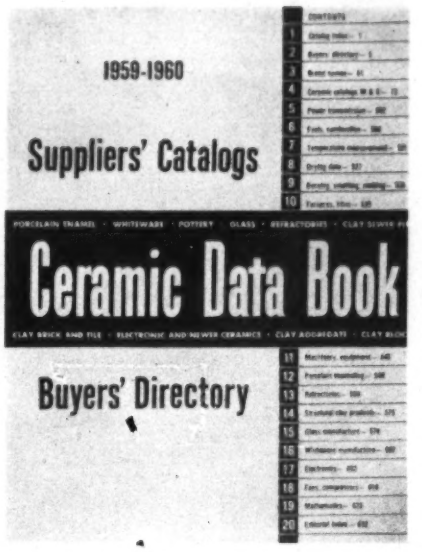
This is the mark of Cahners Publishing Company, Inc.—a symbol representing 302 men and women in 12 offices all over America. . . . It stands for editors, writers, researchers, artists, counselors and clerks. . . . It means the impact of thousands of pictures and words read and believed by over half a million buyers each month. . . . It demonstrates the power of $7,400,000 in advertising invested by 2326 manufacturers this year. . . . It represents a growing company, one of the largest industrial publishers in the United States.

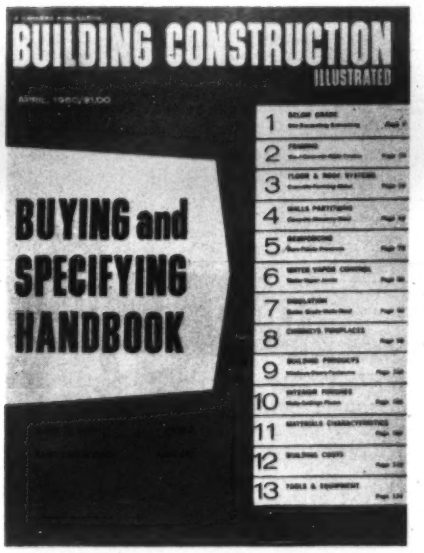
But more than anything else, the Cahners symbol stands for an enlarged capacity for service—to both readers and marketers. It means richer editorial, expanded research and broader publishing resources for each Cahners publication pictured here.

CAHNERS PUBLISHING COMPANY, INC.
The Cahners Building, 221 Columbus Avenue, Boston 16, Massachusetts
Offices in Chicago, Cleveland, Dallas, Los Angeles, Miami, New York, Portland, San Francisco and Seattle.

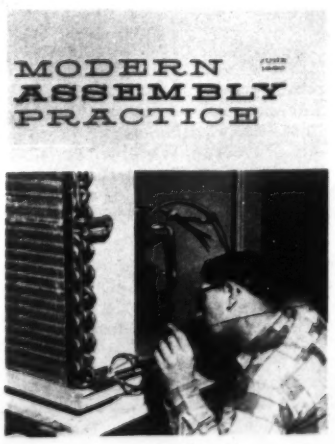
COMPANY, INC.

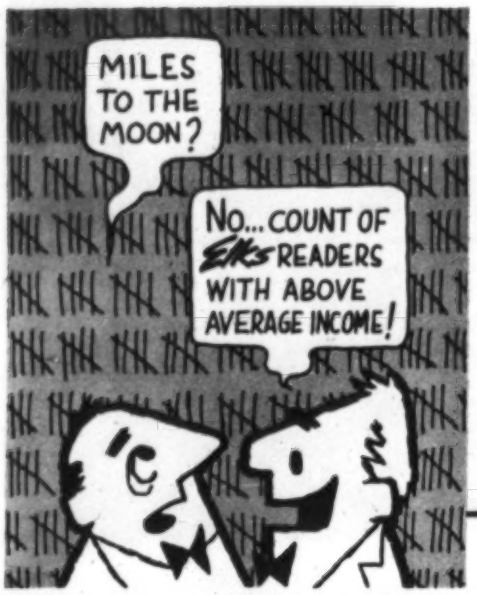






gmp GROUP MARKETING PLAN • quarterly publications sponsored by leading non-competing manufacturers in the field.





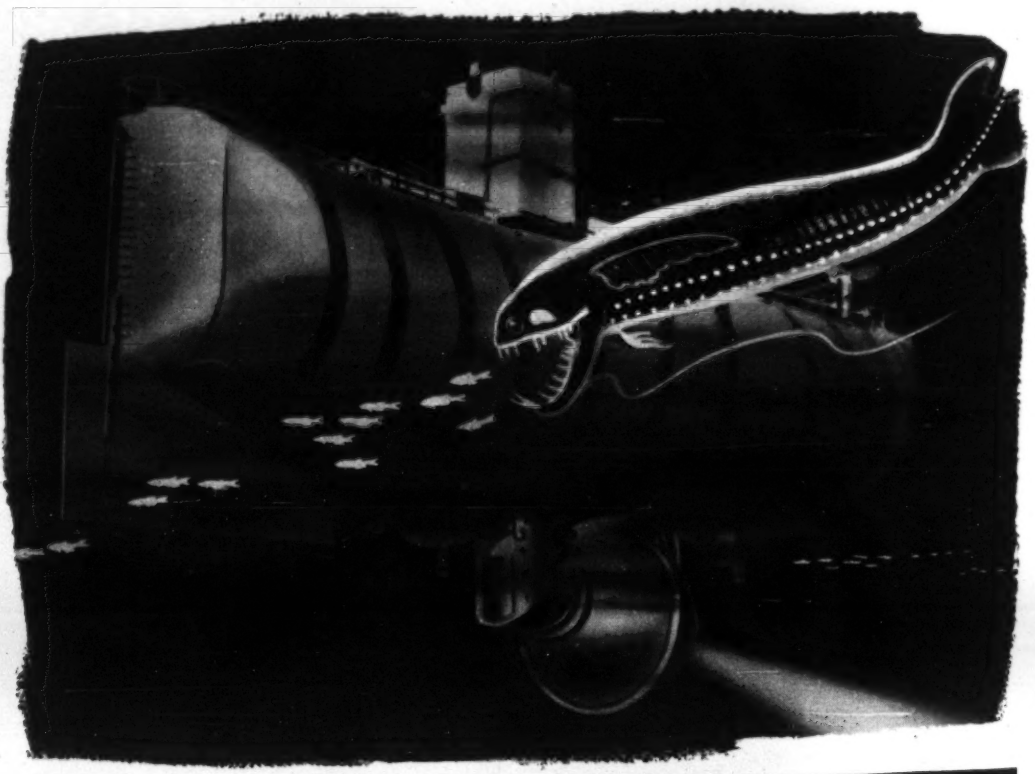
Elks median income again leads that of all other men's magazines regularly surveyed in the Starch report.

1.2 million Elks are *first* in median income with $7176 . . . *first* in percent of readers earning $10,000 or more . . . *first* in more ownership classifications than any men's magazine reported.

Investigate this leading male market. Ask your local ELKS representative for the complete market story, or write for your copy of our fact-filled booklet—"The ELKS Market."

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.



YOU MAY NEVER DIVE 36,000 FEET*—

BUT... You Can Penetrate Deeper In Kalamazoo-Battle Creek and Greater Western Michigan With WKZO Radio!

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA — JULY, 1960
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

*The bathyscaph, "Trieste," recently set a new world's record by diving 36,000 feet below the Pacific Ocean's surface.

There's no doubt about it . . . WKZO Radio has once again proved to give greater audience penetration in Kalamazoo-Battle Creek and Greater Western Michigan than *any* competitor!

In the new Pulse (see left), WKZO Radio has stretched its long-standing lead to a spectacular average of 73% more listeners than Station "B" (6 a.m. to Midnight, Monday through Friday). WKZO Radio easily holds the No. 1 position morning, afternoon and evening *in all 360 quarter hours surveyed*, Monday through Friday.

Ask Avery - Knodel for availabilities on WKZO Radio for Kalamazoo-Battle Creek and Greater Western Michigan.

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

WKZO
CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Charlie Brower, president of BBDO, is recuperating from an operation and severe virus infection. He doesn't expect to be back in the office for another month . . .

Exchanges—**Ron Marsh,** Canadian director of publicity for Cunard Steamship Co., and his wife recently sailed to London for his first hometown visit in 37 years . . . **Robert Freeman,** chairman of Robert Freeman Co. Ltd., and his actress wife, Polly Ward, returned to London recently after several weeks of touring the U. S. and Canada . . .

Mrs. Charlotte Brader, vp and general manager of Radio Station KOJM, is the first lady in Havre, Mont., history to be elected to the city's chamber of commerce . . .

1960 is ending up as a big year for **Maxon Davis,** ethical drug adman, who celebrated both the opening of his agency and the birth of his first child this month. Resigning from Sudler & Hennessey, he teamed up with **Jimmy Eng** to open a new Manhattan agency, Davis & Eng, on Nov. 14—two weeks after the birth of his son, Park, first child after nine years of marriage. Baby's name, incidentally, is not part of long-range plan to get Parke, Davis account—he was named for Max's grandfather . . .

RETIRING—*William K. Dingledine (right), vp of Charles W. Hoyt Co., who is retiring this month after 40 years with the agency, is presented with an inscribed silver tray by Everett W. Hoyt, president, at a Stork Club dinner. Not pictured is a second gift: A fully stocked refrigerator-bar.*

Mogul Williams & Saylor, New York, has established a five-year scholarship program at New York University as a memorial to **Myron A. Mahler,** senior vp of the agency who died March 29. The agency will give the university $600 a year for the next five years for the scholarship which will be awarded annually to radio-tv majors . . .

New York nuptials: Shirley Holdridge was married Nov. 6 to **J. Donald McNamara,** secretary and general attorney for McCann-Erickson . . . Charlotte Parker and **Peter R. Scott,** with Foote, Cone & Belding, were married Nov. 5 . . . A March wedding is planned by Barbara Ann Broudy and **Harvey Chertok,** supervisor of advertising and publicity for United Artists Assn. . . . A four-way advertising marriage is set for February for **Patricia Turano** and **Julian Rockmore,** both copywriters with R. M. Macy & Co. Bride-to-be's father, **Edward Turano,** is creative promotion director at Bamberger's, the groom-to-be's father is **J. Alan Rockmore,** an art supervisor with Sullivan, Stauffer, Colwell & Bayles . . . **Nita Melnikoff,** with the field research division of Young & Rubicam, is engaged to Stephen Lowey, a lawyer . . . **Betsy Stilwell,** an editorial research associate with *Fortune*, will be married next month to **Bruce Peterson,** a product sales manager with Continental Can Co. . . .

Russell Gaudreau, on the tv sales staff of the Katz Agency, New York, is celebrating the birth of his second daughter. The new arrival, Anita, was born Nov. 1. Weight: 7 lbs. even . . .

Appointments: **John R. Miller,** vp and assistant general manager of Hearst Magazines, to director of the National Better Business Bureau . . . **Walter A. Spiro,** exec vp of the Lavenson Bureau of Advertising, to chairman of the board of directors and exec committee of the United World Federalists, Philadelphia council . . . **George H. Gribbin,** president of Y&R, replaced **Norman H. Strouse,** president of J. Walter Thompson, as chairman of the public information committee of the American Red Cross in New York . . . **Lloyd Yoder,** vp and general manager of WNBQ and WMAQ, Chicago, was elected a lifetime trustee of his alma mater, Carnegie Institute of Technology. He was the school's first All-American, a tackle on the famed 1926 team . . .

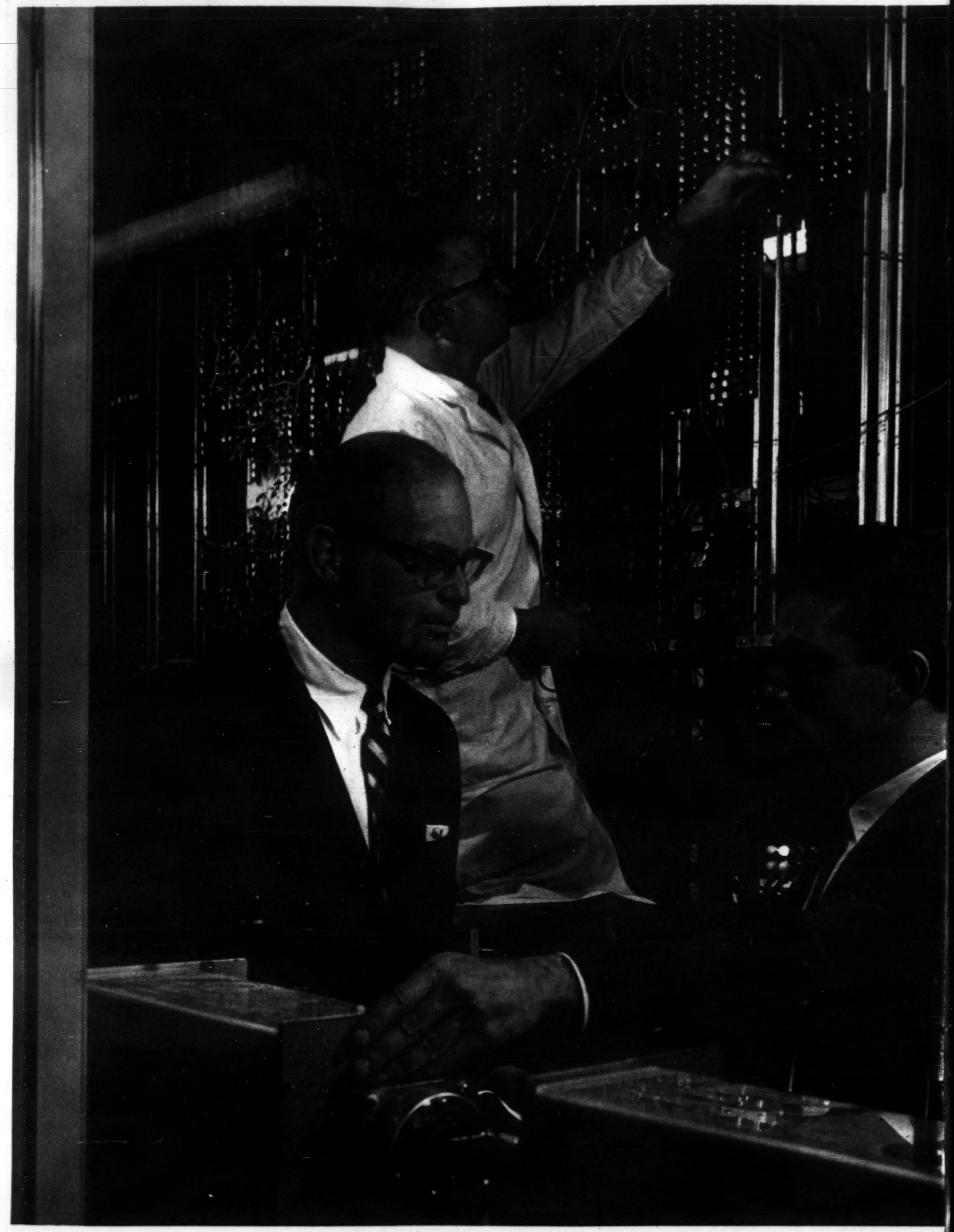
Sports news: The Fawcett clan is off again on hunting expeditions around the world. **Roger Fawcett,** general manager of Fawcett Publications, left Oct. 31 for ibex and mountain sheep shooting with the Shah of Iran. On Nov. 11 **Gordon Fawcett,** secretary-treasurer, packed his hunting gear for a game bird hunt with the King of Greece. Both shoots will be featured in the "*True* Hunts with Famous Men" series in the magazine . . . The Advertising Sportsmen of New York have elected a new set of officers. **Mark Beck Jr.,** vp of Atlantic Electrotype Co., is the new president, succeeding **Bill Hillenbrand,** exec vp of Lambert & Feasley, who moves up to chairman of the board. New vps are **Sean O'Connell,** sales manager of McArthur Advertising Corp., and **Jack Berch,** special services director of Robert Durham Associates. **Vince Cirone,** account supervisor at McCann-Erickson, is the new treasurer, and **Dick Shaner,** senior editor of *Petroleum Week*, is secretary again . . . **George Whipple,** pr account executive at BBDO, won the fall sailing trophy at the Gipsy Trail Club, Carmel, N. Y., followed by Benton & Bowles vp **Bob Young** in second place and **Bob Grimm,** president of Hobbs Hall House, in third . . .

Three Kudner Agency employes marked their 25th year with the agency Nov. 3, joining seven other Quarter Century Club members at the agency. The new members are **Ruth Knapp,** in the control department, **Mary Doyle Quinn,** receptionist, and **Richard Rosenbluth,** copywriter . . .

Roy Harder of Martin & Tuttle Advertising, Los Angeles, won first prize—a trip for two to Paris—in a contest sponsored by Pacific Outdoor Advertising Co. in conjunction with the Smokey Bear fire prevention campaign . . .

In Los Angeles, the nation's second largest market, **Home Magazine,** which is distributed with The **Los Angeles Sunday Times,** carries your advertising into more homes than **any radio program,** than the average **nighttime network television program,** than **any magazine** and, of course, than **any other newspaper.** That's why your advertising dollars belong in The **Los Angeles Times Home Magazine.** Sunday, 913,042.

REPRESENTED BY CRESMER & WOODWARD • NEW YORK / CHICAGO / DETROIT / ATLANTA / LOS ANGELES / SAN FRANCISCO



Are you stuck with the intelligence you were born with?

Maybe not. Whether man can be made more intelligent is one of the questions psychologists are trying to answer through the study of operant behavior. Their studies on how humans can be conditioned to act are having a significant impact on industry.

Continuing reports on developments in this field are particularly meaningful to the readers of CONTROL ENGINEERING.

Says Editor Lewis Young: "Studies of operant behavior have already influenced the design of automatic systems to take better advantage of the human factor. These experiments have revealed much about human actions that can lead to better interrelationships between men and machines."

Among the studies that Lew Young is reporting on are those conducted by Schering Corporation, Bloomfield, N. J., pharmaceutical company, where the world's most elaborate automatic operant behavior laboratory has been set up. Schering's studies on how drugs affect behavior may someday lead to new advances in mental health and could even help make everyone more creative.

Covering stories on how operant behavior might affect automatic control systems is just one of the challenging assignments that keeps Lew Young traveling almost 40,000 miles a year. Like all McGraw-Hill editors, he is seasoned in his field. He knows that, to serve CONTROL ENGINEERING's readers best, he must be an endless hunter for facts and their meanings.

Thorough editorial coverage like this is one of the reasons why more than a million key businessmen pay to read McGraw-Hill business magazines. It's the same kind of audience we feel sure you want for your advertising.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.,
330 WEST 42nd STREET, NEW YORK 36, N. Y.

Schering's Dr. Francis Mechner (*right*) explains an experiment to Lew Young in the operant behavior laboratory's control room. This elaborate apparatus can automatically control and record 20 simultaneous experiments on rat, monkey and human subjects.

...habit forming

Fortify your future with young physicians as they establish their prescribing habits. Most of them read THE NEW PHYSICIAN for over seven years as their official journal.

THE NEW PHYSICIAN

Reaching interns, residents, newly established doctors and medical students. Official publication Student American Medical Association.

430 N. MICHIGAN AVENUE • CHICAGO 11, ILLINOIS

DCS&S Appoints Two

Doherty, Clifford, Steers & Shenfield, New York, has named Harold P. Gerhardt, who joined the agency in 1956, a vp and associate executive director for television art. Charlotte J. Pfau, formerly with Paul Klemtner & Co., has joined Doherty, Clifford's professional drug division as a medical copywriter.

Fletcher Richards Names Two

Norton B. Leo, an account executive at Fletcher Richards, Calkins & Holden, New York, has been named vp and account supervisor. Dale O. Zaret, formerly with Lawrence Warehouse Co., has been named to the media staff in Richards' San Francisco office.

Powder Room Tint Tissues Introduced in Western Markets

BELLINGHAM, WASH., Nov. 15—A new spectrum of tints and new packaging of Powder Room facial and bathroom tissues keynotes a 44-insertion campaign of color pages in leading dailies of the West.

In secondary markets, Pacific Coast Paper Mills will use two-color, 1,000-line ads with a 25-insertion schedule, Wallace J. Mackay, account supervisor at Miller, Mackay, Hoeck & Hartung, Seattle, said.

The initial push will carry through November and December with insertion dates staggered to match actual introduction of the product in the various markets.

PACIFIC HUES—*This four-color page in the West's biggest dailies will launch the new colors of Powder Room tissue. Miller, Mackay, Hoeck & Hartung, Seattle, is the agency.*

Powder Room's new colors—Pacific aqua, blue, pink, yellow, peachbloom and white—were developed by Faber Birren, color consultant, in an attempt to differentiate Powder Room hues from the colors used by other tissue makers.

WEST'S OWN—*New colors of Powder Room facial tissues keynote this four-color page scheduled for Western metropolitan dailies by Miller, Mackay, Hoeck & Hartung, Seattle.*

Frank Gianninoto & Associates, New York and Los Angeles, designed the new packages, which permit eight distinctive combinations, each using four colors. #

MPO Names Three VPs

MPO Videotronics, New York, tv film producer, has appointed Frederick B. Foster, previously vp and sales manager of Fred A. Niles Productions, vp in charge of the MPO's new Chicago office at 134 S. LaSalle St. Also promoted by MPO were Mel Dellar, from executive producer in charge of its Hollywood operation to vp of MPO TV of California, and Tom Thomas, from midwestern office manager to vp of MPO Sales & Training Programs Inc., West Dearborn, Mich.

the key to many doors

For the buyer or seller of broadcast time NCS '61 is the master key that unlocks new opportunities . . . provides fresh solutions to recurrent problems in . . .

Marketing
What broadcast coverage should you buy, county-by-county, to meet your sales goals?

Distribution
Do advertising allocations match your sales area potentials?

Media Selection
How can you tailor a campaign to fit the varying characteristics of markets?

Station Management
Are you reaching the right prospects at a reasonable price?

NCS '61, now polling 375,000 radio homes, is timed to coincide with release of 1960 U.S. Census figures. Nielsen Coverage Service alone will give authoritative answers on radio and television coverage and circulation . . . current information from every county in the U.S.

FOR ALL THE FACTS CALL . . . WIRE . . . OR WRITE TODAY
CHICAGO 1, ILLINOIS, 360 N. Michigan Ave., FRanklin 2-3810
NEW YORK 22, NEW YORK, 575 Lexington Ave., MUrray Hill 8-1020
MENLO PARK, CALIFORNIA, 70 Willow Road, DAvenport 5-0021

Nielsen Coverage Service

a service of A. C. Nielsen Company 2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

Attention Admen!

fit type IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.
Money-back guarantee!

HABERULE
Box AA 245, Wilton, Conn.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money

Sacramento is $100,000,000-payroll U.S. rocket and missile center

Well served by Beeline Station KFBK, modern Sacramento is one of the nation's leading agricultural centers as well as a growing industrial community . . . the rich, bustling hub of an independent inland California market with $1,953,322,000 annual retail sales.* It is also the State capital.

Here KFBK leads regularly in listening and programming, is No. 1 rating station most of the time. Farm programs, news, sports, good music, home economics, school and religious programs are presented in balanced format typical of *all* 5 Beeline stations.

Beeline stations *as a group* give you more radio homes than any combination of competitive stations — at by far the lowest cost per thousand (Nielsen & SR&D).

*Sales Management's 1960 Survey of Buying Power

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Permit us to

R-E-S-P-

Requests! A quiet Sunday morning program on KCBS has stirred up more than 16,000 people in and around San Francisco. Enough to get them to send money. The show was "The Scotch Gardener" with Jim Kerr, sponsored by the Liquinox Company. An offer was made on the program to send listeners a small packet of seeds for 10¢. Letters and dimes poured in for months. The sponsor raised the price to 25¢ and the requests continued to pour in from 33 counties. That's the way people respond to KCBS.

Eye-opener! "One Deadly Drink," produced by WCAU in recognition of the 25th anniversary of Alcoholics Anonymous, produced an eye-opening response from listeners and critics alike. The N.Y. Times called it "powerful"; Variety, "intelligent and absorbing" and the N. Y. Daily News said it "proves that New York and Hollywood need not have a monopoly on important contributions to broadcasting." Audiences, actively responsive to provocative programming, also respond actively to advertising on WCAU.

Sponsors! The response of sponsors to a program is not unimportant to a radio station (or to other advertisers). As "The Jack Sterling Show" celebrates its twelfth year on the air, it's many, many happy returns for Eastern Air Lines and the Franklin Savings Bank who have been sponsors since the initial broadcast. And for Pall Mall Cigarettes and Breyer's Ice Cream who have been members of the family for over 5 years. This long, happy relationship is typical of the way sponsors respond to WCBS.

Postcards! Sure, the customers always write . . . but what radio station gets 171,258 postcards in one week? And from 42 states? In St. Louis, it could only be KMOX. Every year KMOX holds an annual Radio Week during National Radio Month. This year listeners were asked to send in their names, addresses and occupations to be eligible for a daily drawing of 7 radios. They responded at the rate of more than 24,000 per day! The customers always buy, too. And with audience reaction like this, it's no wonder that advertisers get swift, sizable results in response to KMOX.

KCBS...WCAU...WCBS...KMOX.

RADIO SAN FRANCISCO **RADIO** PHILADELPHIA **RADIO** NEW YORK **RADIO** ST. LOUIS

spell it out:

-C-O-N-S-E-

Offer! It isn't a question of "weather" Chicago's Showmanship Station gets results; often it's a question of whether the sponsor can keep up with the demand. St. Paul Federal, now in its second year of garnering new accounts on WBBM, offered listeners a booklet, "Weather Whys." This offer, mentioned once a morning for five successive days, blew up a storm of requests running over 1,000 per day. Another clear indication that the sales weather in Chicago is always bright because listeners respond to the live, listenable showmanship programs on WBBM.

Newest! Brand-new on the Boston scene, "Listen!" a program on WEEI Radio from 3:00-6:00 P.M. daily featuring Paul Benzaquin. Do people really listen to "Listen"? Reprints of 6 well-known New England scenes by artist, Jack Frost, were offered to listeners at fifty cents a set. In the first couple of days over a thousand requests and fifty-cent pieces were received. Mail from the first program included such quotes as: " 'Listen!' is what Boston radio needs today!" and " 'Listen!' I'm going to . . ." Around Boston, people act fast in response to WEEI.

Splendid! "This is a brief note of appreciation for the job that Mel Baldwin is doing for Super M vitamins. This agency has never experienced such splendid personal cooperation and such gratifying results. Mel has gone through our laboratory twice and has a thorough knowledge of the product. He even answers inquiries from listeners personally and most important—he has increased our sales. He is a credit to KNX." This letter from W. C. Beals Advertising, Inc. indicates that ad agencies as well as listeners respond to KNX.

Exciting programming!

That is the basic reason for the exceptional audience response to all seven of the CBS Owned Radio Stations. Only the C-O stations can offer listeners in their markets CBS Network programming in addition to their successful local shows. Now these local programs have added DIMENSION. This series of fascinating, entertaining vignettes-in-sound, conversation pieces by the outstanding people of our time, is yet another reason why more people listen to C-O programming. When people actively listen, they are more likely to hear your advertising message and respond on

..WBBM...WEEI...KNX!...

RADIO CHICAGO **RADIO** BOSTON **RADIO** LOS ANGELES

THE CBS OWNED RADIO STATIONS

REPRESENTED BY CBS RADIO SPOT SALES

EVERY HOUR
NEW YORK TO
BOSTON
AT 15 MINUTES AFTER EVERY HOUR
Between 6:15 AM and 12:15 AM from LA GUARDIA (except 11:15 PM)
Use your Diners' Club or Carte Blanche Card
Call a travel agent or
NORTHEAST AIRLINES

$1,781,624 Budget Set for Matson Passenger Ships

SAN FRANCISCO, Nov. 15—A $1,781,624 budget for advertising and sales promotion has been set for next year for the passenger division of Matson Navigation Co.

The largest amount ever earmarked for the promotion of Matson's four "white ships," the Lurline, Matsonia, Mariposa and Monterey, the 1961 budget is designed to stimulate more steamship travel to and from Hawaii and the South Pacific, William F. Meeske, passenger division vp, said.

Extensive newspaper and magazine advertising as well as use of other media is foreseen. Fuller & Smith & Ross is the agency. #

H-R Names Simms, Kelley

Raymond C. Simms, formerly senior account executive with H-R Television, has been promoted to director of sales promotion for the tv station representative and its radio counterpart, H-R Representatives, New York. John E. Kelley, previously with CBS Spot Sales, has been named an account executive with H-R Television, succeeding Mr. Simms.

Mrs. Cheney Wiechmann Mrs. Barton Barton Mrs. Shappell Shappell

INTERLUDE—*Relaxing at the Assn. of National Advertisers meeting in Hot Springs, Va., were Mrs. T. C. Cheney; Richard J. Wiechmann, International Paper Co.; Mr. and Mrs. James Barton, Paper-Mate Co.; and Mr. and Mrs. Gerald C. Shappell, Sealy Inc.*

Puritan Names Darby

Puritan Chemical Co., Atlanta, Ga., manufacturer of sanitary maintenance chemicals, has named R. H. Darby Associates, New York, as its agency.

Boston Globe man prevents psychic trauma

Today that boy is a space buyer in an important agency like yours. A happy space buyer. An adjusted space buyer. Because he always remembered that the Morning Edition of The Globe and the Evening Edition of The Globe are not really two papers but one. Therefore: an almost completely unduplicated audience. Therefore: fresh readers morning and night for your advertising message. Therefore: success for you. Therefore: more money, title, a gorgeous secretary. Think big when you buy space. Think Global.

The Boston Globe gives you more of everything
...especially readers

A MILLION MARKET NEWSPAPER • NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

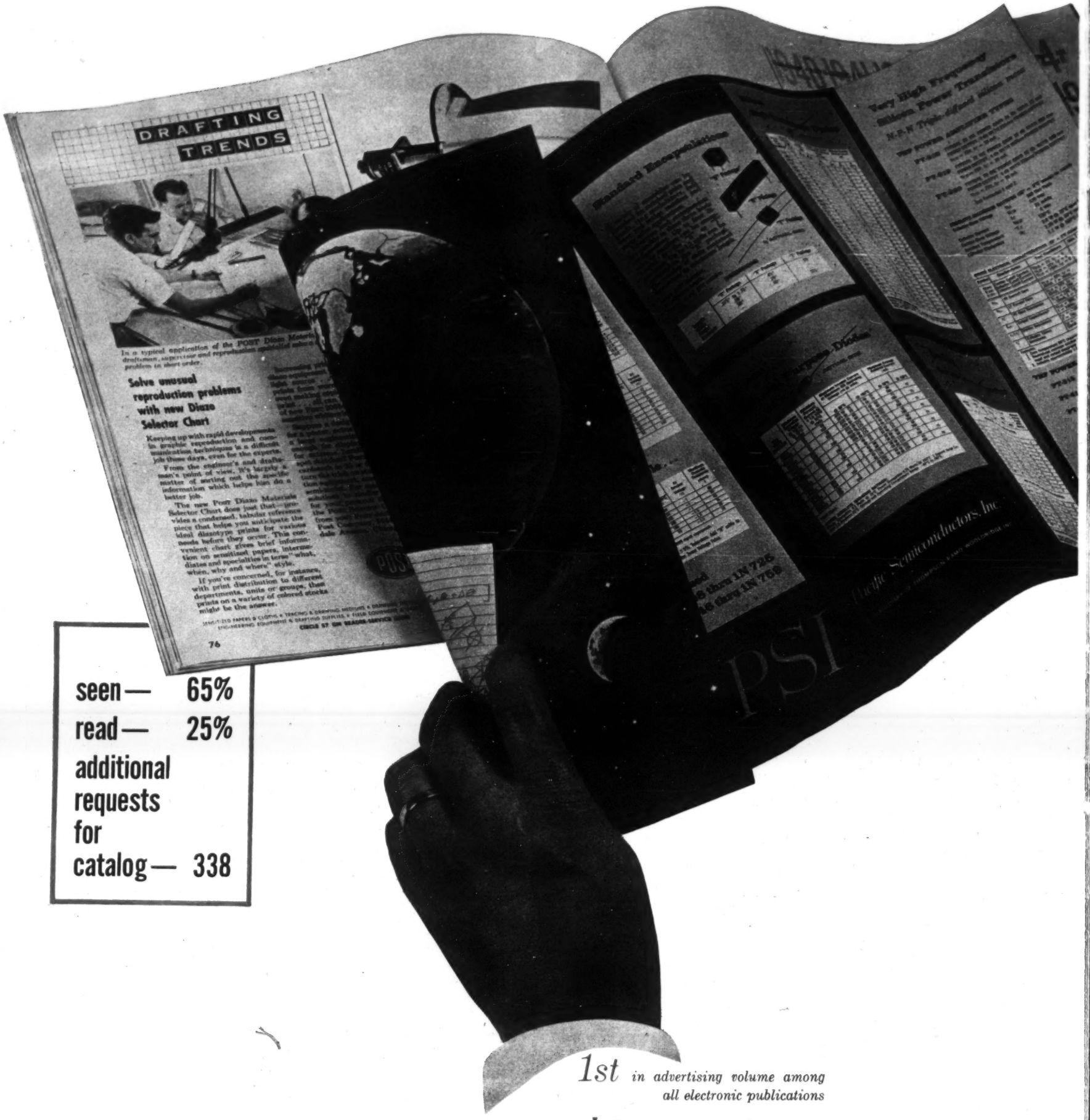
Triumphs of an advertising decision maker

RIDING THE "TAIL WIND" OF READER INTEREST

By advertising in a Hearst Special Interest Magazine this media man harnessed a tail wind of reader interest that sent sales soaring. He presented his client's product to an audience in the mood to buy—wasted no dollars on random readers. By pin-pointing prospects, his advertising budget bought more sales.

HEARST magazines

13 keys to the special interests of 13 groups of people • • • American Druggist Bride & Home • Cosmopolitan • Good Housekeeping • Harper's Bazaar • House Beautiful • Motor Boating Motor • New Medical Materia • Popular Mechanics • Science Digest • Sports Afield • Town & Country



seen—	65%
read—	25%
additional requests for catalog—	338

1st *in advertising volume among all electronic publications*

4th *in advertising volume among all industrial or consumer publications (source: Industrial Marketing)*

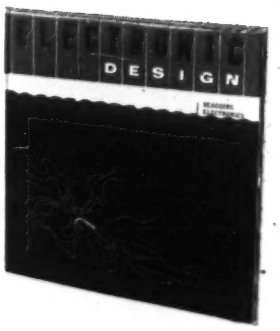
ACTION IN DESIGN

***this is what happens when you place an Advertising Spectacular in* ELECTRONIC DESIGN**

Electronic design engineers want facts—not claims—about the products they consider for specification. Performance is primary in the minds of these engineers who are the key people in the electronic industry. *Electronic Design* alone serves their prime interest without dilution of subject, purpose, or audience. When your advertising places this kind of information forcibly before the designer things begin to happen. The readers ACT, setting off a chain of events that stimulates the market, motivates your own sales force, and raises your profit curve.

In *Electronic Design* you have several measures of such action. Direct, business-building inquiries (total: over a million per year), Reader Recall Readership Studies to rate visibility and readership, Brand Recognition Studies to rate overall advertising effectiveness.

In the case of the "spectacular" 4-color insert at left, Reader Recall Studies reported 65% SEEN and 25% READ. 338 engineers wrote for another copy of the catalog. This was the first of several such fact-giving inserts, many of which achieved even more remarkable results. If you are looking for ACTION in your advertising—why not take full advantage of the industry's leading publication: *Electronic Design*.



more than a magazine . . . a Selling FORCE!

A Hayden Publication

New York • Chicago • Los Angeles • San Francisco • Atlanta • London

A SERVICE MAGAZINE

for men, too?

Just as the woman of the house reads her service magazine to keep informed on appliances, furnishings, foods, health and beauty aids, the man of the house likes to be informed on his automobile, his camera, his boat or home workshop.

If he's the kind of man interested in the mechanical phases of his home, of his job, and of his leisure-time activities, he is the kind of man who reads POPULAR MECHANICS.

For nearly sixty years PM has been devoted to keeping men informed and interested in the mechanics of modern living —the mechanical and scientific events that determine how a man lives, what he does, what he buys—and why.

Chances are the kind of man concerned with such things is also interested in products bought by men—including yours.

You can reach him—and five million men like him—in the magazine he turns to as his guide to what's going on around him. POPULAR MECHANICS is *his* kind of magazine —the *service* magazine for men.

POPULAR MECHANICS

A HEARST MAGAZINE

reporting the mechanics of modern living

POUR LES FEMMES—*In France, Shell Oil takes space in women's books to explain how a car works. Publicis is the agency.*

Hazel Bishop Buys in 2 ABC-TV Shows to Replace Winchell

Hazel Bishop Inc., New York (Raymond Spector Co.), has bought participations in ABC-TV's "The Islanders" and "Adventures in Paradise" to replace its sponsorship of the network's "Walter Winchell Show," which has been canceled effective with the Nov. 13 show. Mr. Winchell asked the cosmetics company and ABC to relieve him of his contract because an infected jawbone has prevented him from participating in his last four shows.

Starting as a half-hour show at 10:30 p.m., EST, Oct. 2, it was scheduled to move to 15 minutes at 11 p.m., EST, Nov. 13. Hazel Bishop, pleased with the ratings of the show, is hopeful of setting up another vehicle with Mr. Winchell in the future.

TvB Names Colvin

William B. Colvin, previously advertising and sales promotion manager of WBZ-TV, Boston, has been named to the new post of director of member services for the Television Bureau of Advertising, New York. He will aid members in the application of TvB sales material, supply member requests for information and train station sales personnel. Martin L. Nierman, exec vp of Edward Petry & Co., has been elected to TvB's board for a two-year term, succeeding John P. Blair, president of Blair-TV. Grady Jackson Burney Jr., research manager of WBTV, Charlotte, N. C., has been elected chairman of TvB's research advisory committee, succeeding Melvin A. Goldberg, Westinghouse Broadcasting Co.

Shannon to Ziff-Davis

Philip F. Shannon Jr., formerly with Curtis Publishing Co., has joined Ziff-Davis Publishing Co., New York, as ad manager of a new special markets group. This is comprised of *Flying*, *Hi Fi/Stereo Review*, *Popular Boating*, *Popular Photography*, and *Sports Cars Illustrated*.

Need Source Material For a Campaign?

- Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Miss Smith, Please take this memo.

It's to our ad manager.

Let's begin.

Dear Joe:

I could tell you this in person, but I'd rather do it this way because it will help me organize my own thinking on the subject. The other day, in our advertising conference with the agency, you hurt my feelings.

You said you almost hesitated to recommend The Wall Street Journal because you knew it was my favorite publication . . . and didn't want to create the idea that your recommendations were based on "honeying up" to the boss. Although you were half-way kidding, your words set me to thinking.

Joe, I think that The Journal's being my favorite publication is an ideal basis for recommending it strongly.

Because, Joe, aren't our best prospects men who occupy positions like mine . . . or similar to mine?

And doesn't this dovetail perfectly with the research you showed me: that key executives all over the U. S., in all lines of commerce and industry, say The Wall Street Journal is "the most useful one" among all magazines and newspapers?

Joe, that research is very convincing for you . . . but to me it is much more than just statistical verification.

You see, I KNOW first-hand what The Wall Street Journal means to those enthusiastic executives, because I know what it means to *me*.

It talks about *my* problems . . . and *my* opportunities . . . by reporting the business news while it's still fresh and meaningful. It transports me thousands of miles every business day . . . right at my desk. It sets me squarely down in the midst of conferences in Pittsburgh and Detroit and Los Angeles. It gives me the direct flow of information from the men who *make* the news daily.

Now, Joe, the important thing is this: What The Wall Street Journal does for me, it does for the hundreds of thousands of other men who have all kinds of substantial business responsibilities.

So, next time this subject comes up again, I hope you'll say:

"Boss, we're recommending The Wall Street Journal *because* it's your favorite publication."

And I'll understand you'll really be saying: "Boss, we're recommending The Wall Street Journal because it's most useful to businessmen everywhere . . . After all, every business day, the news that changes business does change . . . and this one is the only national business daily."

By the way: As you know, I and the whole company (and this very much includes the directors) have been bearing down on getting high productivity from every dollar—whether for advertising or machinery. I think you'll find The Wall Street Journal recommendation meshes in with our big aims.

Regards,
The "Boss"

THE WALL STREET JOURNAL

Published at: New York, Washington, D.C., and Chicopee Falls, Mass. • Chicago and Cleveland • Dallas • San Francisco

12-12

What Does 12-12 Mean to the Automotive

THE recently announced decision by American automobile manufacturers to extend the factory warranty on new cars to twelve months or 12,000 miles will have considerable effect on the overall automotive service market.

Without question, this step will mean that *shop traffic* in the service department of the car dealer will increase tremendously. This increase in traffic does not mean that the dealer is only going to do more warranty work. In fact, it will mean his importance as a service outlet will be greater than ever.

If you are involved in the marketing of any product connected with the servicing of automobiles, consider the effects of this latest industry move. It's no secret that the 12-12 plan, coupled with the service problems of the new compacts which automatically broadens the service scope of every car dealer, will present a challenge to his service operation.

In many cases, the dealer will need more shop space, more equipment, bigger parts facilities and more service personnel to handle the increased traffic.

What does this increased traffic mean to you? Let's take one item as an example! The average dealer has always sold a lot of *oil*. Here is what's going to happen to his oil sales in the next year:

> *If shop traffic is increased 25% . . . the average dealer will sell an additional 2,415 quarts of engine oil in twelve months. If shop traffic is increased by 50% . . . it would mean an additional 4,830 quarts.

When you multiply the above by the 34,000 car dealers in existence, you must reach the conclusion that a tremendous amount of oil will be sold through the car dealer market in the coming year.

Here are some of the other resale items which will automatically be increased because of greater shop traffic. *85% of all dealers sell anti-freeze, and they're going to sell a lot more. Lubrication jobs will increase considerably from the present *185 per month. Sale of oil filter elements or cartridges, air filters, oil and gasoline additives, windshield wiper solvent, as well as many across-the-counter items are due for a big jump.

Consider what a significant increase in the number of tune-up jobs per dealer will mean in the sale of spark plugs, distributor points, fan belts, wire and cable and the many other products allied with this particular service.

Increased shop traffic will mean improved sales by the dealer of *tires, batteries* and many *accessory items*. Sale and replacement of such parts as mufflers, tailpipes, headlamps and other fast moving items will be greatly affected by increased shop traffic. Wheel balancing and front-end work will gain considerably. In fact, more service customers will mean greater sales for just about every part and accessory handled by the dealer.

Increased shop traffic is going to help the dealer get an even greater share of bump and paint work. And *72% of all dealers are going to be vitally concerned with this, because they are equipped with bump and paint departments right now.

The above are just some examples of what looks like a move that will make the dealer of ever-increasing importance in the automotive service market. If he has been important to you in the past, his importance is now greater than ever. If he previously has not been a major factor to you, chances are you should now seriously consider selling him.

What about equipment and tool sales to the dealer? Considering the above, it's obvious that the average dealer is going to need a lot more equipment; and he's going to replace his present equipment a lot faster because of greater use. You can bet that anything that will help the dealer handle the upcoming increase in shop traffic will be given thorough consideration when making purchases for his shop.

With the increased importance of this market, the question is how can you better communicate with and sell your products to the car dealer market. The best way is to advertise in the one publication that is the recognized leader in this field. AUTOMOTIVE NEWS has *more* car dealer subscribers than any other publication. AUTOMOTIVE NEWS is the preferred trade publication of more dealers than all other automotive publications *combined*. To reach this market, you can't depend on *secondary* or *overlap-*

AN EXPERT LOOKS AT 12-12

Jack Weed, Service Editor of AUTOMOTIVE NEWS and a veteran of 51 years in the industry, has this to say about the coming expansion of the dealer service market:

"The new 12-12 Dealer Warranty Policy is but one of several extremely important moves being made by the vehicle manufacturers in an endeavor to protect the reputation of cars and trucks in the hands of the owner.

Jack Weed

"It has many implications, not the least of which is that it presents an opportunity for the alert dealer to greatly increase his service business automatically. I expect dealers to double their parts and customer labor sales because the 12-12 will induce many thousands of owners to depend on their 'make' dealer for service needs.

"Not only can I see a great impetus to dealer shop sales but I see other implications as well. With the additional number of car lines and models most dealers will be selling this year, together with the '12-12,' parts stocking problems will be increased. Because of the added financial burden and shortage of room to carry needed 'captive' items, this can well bring on a greater reliance on local suppliers for increased quantities of fast moving parts and supplies. The new 'service-look' can well create a renewed interest on the part of the dealer for modernization of his shop facilities."

Service Business?

***ping* coverage of publications primarily designed to serve other segments of the market.**

In fact, as an example, a recent survey by R. L. Polk & Company shows that among those dealers who read one or more other automotive publications, AUTOMOTIVE NEWS is preferred overwhelmingly. For instance, of 2,827 dealers indicating a preference for one publication over another, 2,093 named AUTOMOTIVE NEWS compared to 491 who named any of twelve other automotive publications. Even the second-ranking publication in preference was outdistanced by AUTOMOTIVE NEWS by a margin of 12 to 1. This readership and preference for AUTOMOTIVE NEWS is understandable when you consider the kind of reporting service dealers have been receiving for over thirty-five years.

The fact that more dealers subscribe to AUTOMOTIVE NEWS and pay $9 a year (a rate more than twice as high as any other automotive publication with no premiums or cut rates) and they consistently renew their subscriptions at a phenomenal rate of 85%, is testimony to the kind of coverage offered in this market.

Why not contact your AUTOMOTIVE NEWS representative today and get ready to step up your selling efforts in the expanding car dealer market!

*Based on AUTOMOTIVE NEWS Car Dealer Market Study. Free copy on request.

Who . . . *in the dealership do you have to reach with your advertising?*

Here is the answer from the AUTOMOTIVE NEWS Car Dealer Market Survey:

a.	**Who Decides on Brand of Equipment To Be Purchased For Your Establishment?**	
	Owner or manager	86%
	Service manager	50%
	Others	6%
	*Total	142%
b.	**Who Decides on The Purchase of Parts (New Lines) In Your Establishment?**	
	Owner or manager	64%
	Service manager	18%
	Parts manager	58%
	*Total	140%
c.	**Who Decides on The Purchase of Accessories?**	
	Owner or manager	53.6%
	Service manager	10 %
	Parts manager	61.1%
	Others	1.1%
	*Total	125.8%

**Total figure over 100% because some dealers mention more than one person as influential in purchasing.*

ABP

AUDITED PAID CIRCULATION ABC

REPRESENTATIVES:

NEW YORK: Murray Hill 7-6871—Edward Kruspak, Howard E. Bradley
CHICAGO: State 2-6273—J. Goldstein, Bill Gallagher
DETROIT: Woodward 3-9520—R. L. Webber, William R. Maas, Ray Holihan
SAN FRANCISCO: Douglas 2-8547—Jules E. Thompson
LOS ANGELES: Hollywood 3-4111—Robert E. Clark

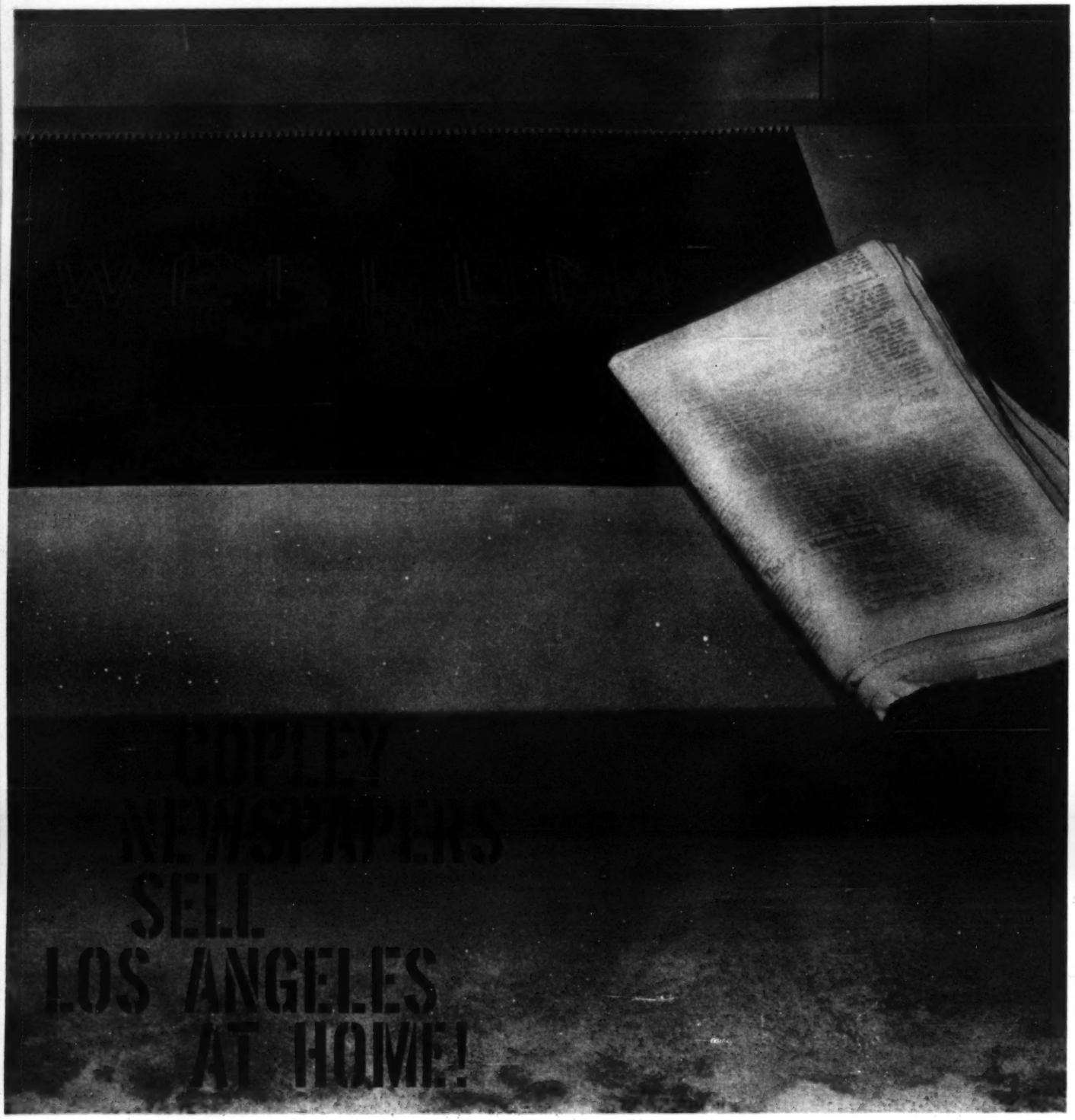
The most *influential* publication in the automotive industry.

Long Joins Toastmaster

Donald R. Long, formerly vp of Ekco Products Co. and manager of its Flint division, has been named merchandise manager of the Toastmaster division of McGraw-Edison Co., Elgin, Ill. In the new post, he will coordinate product planning and long range marketing and merchandising programs.

Ad Theme Contest Announced

"The Benefits of Advertising" is the theme of an oratorical contest sponsored by the Pennsylvania Newspaper Publishers' Assn. and the Interstate Advertising Managers Assn. The three winning ten-minute speeches will be delivered at the annual PNPA-IAMA display advertising conference Feb. 16-18.



Post-Advocate
DAILY REVIEW
Star-News
Evening Vanguard
Glendale News-Press
Daily News-Post
Daily Breeze
NEWS-PILOT

The Los Angeles Copley Newspaper Group — eight dailies and eighteen shoppers — covers key communities in the important "hometown" market surrounding the city proper. Total ABC circulation: 95,544. Total shopper distribution: 406,085. Total Group package: 501,629.

The whole Group is yours with one order, at a discounted flat line rate of $1.50, or a bulk discounted rate (5,000 lines or more within one year) of $1.40 a line. For details, ask any office of WEST HOLLIDAY CO., INC.

NELSON ROBERTS & ASSOCIATES

LOS ANGELES COPLEY NEWSPAPER GROUP: ALHAMBRA POST-ADVOCATE * El Monte Post-Advocate * Alhambra Post-Advocate Shoppers * BURBANK DAILY REVIEW * Burbank Review Shopping News * CULVER CITY STAR-NEWS & VENICE EVENING VANGUARD * Culver-Palms Advertiser * Mar Vista Advertiser * Venice Advertiser * Baldwin Hills Advertiser * GLENDALE NEWS-PRESS * Glendale News-Press Shoppers * MONROVIA DAILY NEWS-POST * Monrovia-Duarte News Advertiser * SOUTH BAY DAILY BREEZE (Redondo Beach, Palos Verdes, Torrance, El Segundo, Manhattan Beach, Hermosa Beach) * South Bay Breeze Advertisers * South Bay Breeze Peninsula Advertiser * SAN PEDRO NEWS-PILOT * San Pedro News-Pilot Advertiser

"THE RING OF TRUTH"
Copley Newspapers

W. B. Geissinger, Veteran California Adman, Dies at 64

LOS ANGELES, Nov. 15—W. B. Geissinger, 64, president and chairman of the board of W. B. Geissinger & Co., died Nov. 7 of a coronary thrombosis. He had headed the agency since its establishment in 1947.

He began his career as a newspaper man, working on the *Los Angeles Tribune* and the *San Francisco Bulletin*, leaving the *Bulletin* in 1920 to form his own advertising and publicity agency. In 1921 he sold it to join Sunkist Growers, then known as California Fruit Growers' Exchange, where he soon became director of advertising, merchandising and promotion.

Mr. Geissinger left Sunkist to become vp of Lord & Thomas, now Foote, Cone & Belding. After three years as head of the Chicago office, he joined Batten, Barton, Durstine & Osborn as vp. He later established the agency's Los Angeles office and managed it until he opened his own agency.

JO TUTTLE EMERY

GLEN RIDGE, N. J., Nov. 15—Jo Tuttle Emery, 83, president and a former partner in the old Lakeside Publishing Co., New York, died in Mountainside Hospital, Montclair, Nov. 13 after a short illness.

He retired in 1954 when Lakeside was sold to Scholastic Magazines, New York. Lakeside published *Practical Home Economics, Trained Nurse and Hospital Review*.

Mr. Emery was previously with the New York publishing and ad firm of Emerson Harris, now part of McGraw-Hill.

He was a member of the Advertising Club of New York.

EDWARD R. DUNN

DETROIT, Nov. 15—Edward R. Dunn, 69, advertising manager of Bulldog Electric Products Co. here until his retirement 10 years ago, died Nov. 8. He was a native of Dublin, Eire, but had lived in Detroit 50 years. He was secretary and treasurer of the Industrial Engineering Society for 20 years and was a member of the Assn. of Industrial Advertisers.

NORMAN E. OLDS

CLEVELAND, Nov. 15—Norman E. Olds, 79, advertising manager of the Perfection Stove Co. for 20 years, died Nov. 11 after a short illness. He was graduated from Harvard University in 1905 and joined Perfection Stove in Sarnia, Ont., in 1925. #

Heins to Tower Studios

Roger J. Heins, formerly executive art director of Remington Rand, has joined Tower Studios, New York, as manager and director.

Too Busy to Keep Up With Your Reading?

- Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

TV Guide readers lead the Good Life, U.S.A.

This is a major finding of the depth study conducted by Dr. Burleigh B. Gardner and his Social Research, Inc., staff. More so than nonreaders, TV GUIDE families are devoted to participant leisure—touring America, photography, gourmet cookery, gardening, hi-fi, home workshopping. They are *active* in their approach to TV, too. That's why they read TV GUIDE, cover to cover. It provides the background and information they need to pick and choose what to see. They are *selective viewers.* According to Dr. Gardner, they are also apt to be selective buyers. They have the wherewithal to buy. They pay attention to what is sold on TV GUIDE's pages. Check Starch. Ask Columbia Records, General Foods, Pillsbury—or any of the many new advertisers in TV GUIDE this year.

TV GUIDE

Best-selling weekly magazine in America

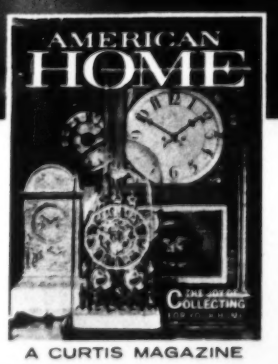
For a detailed report on the Gardner Study, call your local TV GUIDE *office or write* TV GUIDE, *Radnor, Pa.*

These are the hands that hold America's purse strings...

PHOTO FROM THE PAGES OF AMERICAN HOME

these are the hands that hold American Home

12 million home-minded readers get their money's worth of fresh ideas and sound advice from the spectacular <u>new</u> American Home. That's why it's just about the hottest magazine on the newsstands today.



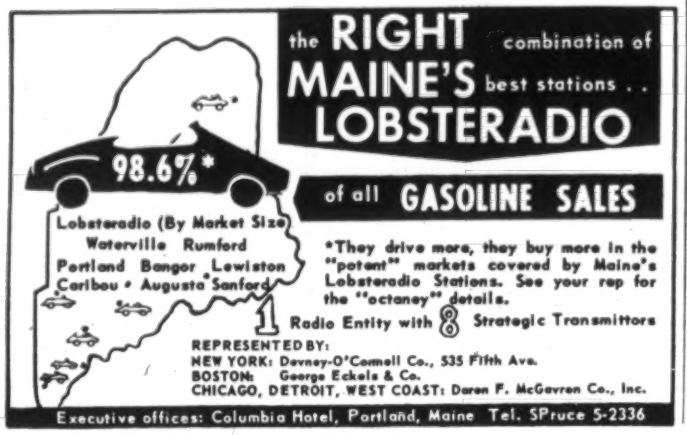
A CURTIS MAGAZINE

Rossi & Co. Adds Account

Garden City Fan & Blower Co., Niles, Mich., manufacturer of a variety of air moving devices for industrial ventilating and exhaust systems, has appointed Rossi & Co., Detroit, to handle its advertising.

Ironized Yeast Liquified

Super Ironized Yeast, a new multi-vitamin liquid formula, is now being marketed by Sterling Drug Inc., New York, as a supplement to the tablet-form Ironized Yeast. It sells in 98¢ and $2.49 sizes.



'Avalanche of Maps' in Sales Promotion Seen in 'AR' Study

CHICAGO, Nov. 15—The use of maps by national advertisers—other than gasoline companies—has reached "proportions approaching a national avalanche."

That's the finding of an exclusive survey by *Advertising Requirements*, presented in its December issue with 24 capsule success stories on the use of maps and globes in sales promotion.

The magazine has found that the "lithographed map has traveled from the antique book store and highway to the supermarket and the space age in slightly more than five years."

■ Ranging in type from stock city maps used locally to custom-made solar system charts, shippers maps and college and historical maps, the device is said to be a successful business builder because "almost everybody likes maps."

Some companies use maps in general pr programs; others prefer them as point of sale material, the article said.

■ Case histories in the *Advertising Requirements* roundup range from consumer promotions used by companies like Reynolds Metals Co. (which is offering a $1.50 Civil War map as a 50¢ self-liquidator for Reynolds Wrap) to industrial advertisers like the Wolverine Tube division of Calumet & Hecla (which impressed manufacturers with a complete "shippers map" of the U. S.).

The article also lists nine suppliers of maps suitable for sales promotion.

In another article, *Advertising Requirements* previews Chicago's McCormick Place exhibition hall and Detroit's Cobo Hall. #

Brown Shoe Co. to Use Mrs. America in Ads

Naturalizer division of Brown Shoe Co., St. Louis, will feature the personal shoe wardrobe of Mrs. America of 1960, Mrs. Rosemary Murphy, in two magazine ads in spring 1961. A four-color spread in March *McCall's* will show Mrs. Murphy with five Naturalizer dress shoe styles. The "Funster" line will be featured in the May *Ladies' Home Journal*. This ad shows Mrs. Murphy at work and play during a typical day in her Kentland, Ind., home.

Brown Shoe will drop cooperative advertising in the company's 35-market newspaper campaign. Using local dealer names in 674 newspapers, the campaign, beginning in February, will take the place of any co-op advertising after Jan. 1. Retailers have been informed that co-op advertising will be discontinued after present contracts expire on Dec. 31.

Mautner Adds Two Accounts

Mautner Agency, Milwaukee, has been named to handle advertising for Polo Plastics Co. and the Kickerinos division of Hampton Shoe Corp., both of Milwaukee.

Filmways Promotes Dubin

Milton R. Dubin has been promoted from sales vp to senior vp of Filmways, New York, tv commercial producer.

88% of U. S. Dailies Accept Preprinted Inserts, BofA Finds

NEW YORK, Nov. 16—Preprinted inserts are accepted by 88% of the nation's dailies and 91% of newspapers publishing Sunday editions, according to separate surveys conducted by the American Assn. of Newspaper Representatives and the Bureau of Advertising, American Newspaper Publishers Assn.

In a combined report issued by the BofA, it was reported that of 591 weekday newspapers checked, 519 accept preprinted sections, while 238 of 310 Sunday newspapers accept preprints.

The BofA said that among respondent newspapers, 310 publish weekday and Sunday editions. Of these, 220 (71%) accept both daily and Sunday preprints, while 63 newspapers (20%) accept the sections on Sundays only.

Discounts off regular space rates for preprinted sections varied considerably among respondent newspapers. Average discounts from normal b&w rates in daily editions ranged from 1.9% for an eight-page section to 7.3% for 24 pages. In Sunday editions, discounts ranged from 4.6% for eight pages to 13% for a 24-page preprinted section. #

ATP Periodical Directory Now Available to Public

The 1960-'61 edition of the American Trade Press Clipping Bureau's "ATP Directory of Periodicals," listing over 6,000 consumer, business, labor, farm, medical and religious publications, is being offered for the first time to non-subscribers to the clipping service. The 260 page, 8½"x11" plastic-bound book lists 6,022 titles classified in 106 subject categories. It may be purchased from the bureau, 15 E. 26th St., New York, at $12 a copy.

Aerospace Names Myrbeck

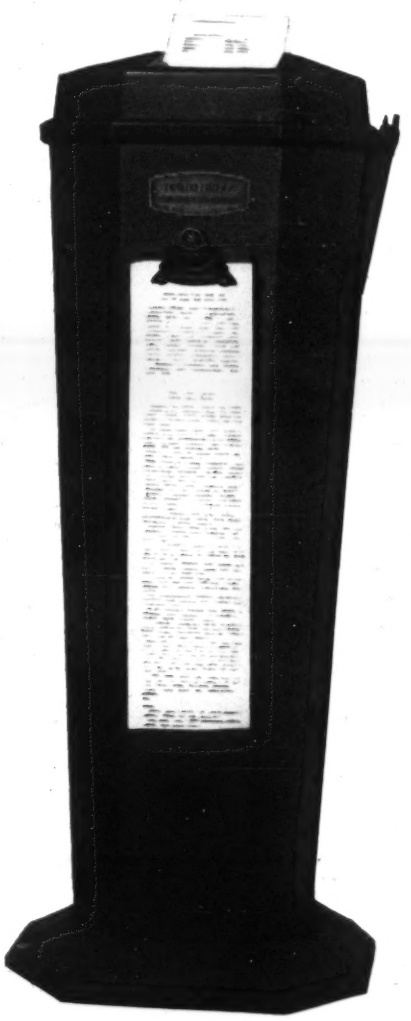
Aerospace Research, Cambridge, Mass., a new research and development company, has named S. Gunnar Myrbeck Co., Quincy, Mass., as its agency.

Dearborn Names Berry

Dearborn Stove Co., Dallas, has named Paul Berry Co., Dallas, to handle advertising, sales promotion and public relations.

GOOD ADVICE TO AD AGENCIES:

- **For getting new clients**
- **For holding old clients**



Every successful advertising agency executive knows that clients like to do business with agencies that "talk their language"—that know what the business world, as well as the advertising world, is all about.

Sure, clients want imaginative campaigns which move merchandise and increase profits. They all do. But how many times have you heard businessmen refer to the "Madison Avenue fellows" who linger in ivory towers far from the arena of practical business?

That's one unwarranted misconception some agencies never have to worry about. In common with most agencies, they're staffed by real businessmen . . . but they do have an outstanding advantage: *Right in their offices is a Dow-Jones Instant News ticker.*

To clients, the Dow-Jones ticker instantly signifies *business*. Its industrious *clickity-click* says for all to hear: *This is an agency that is in touch with business every minute.* It gives clients confidence in the agency's business approach. And when the agency contact men transmit valuable information to the clients before it appears in newspapers, the clients' reaction is: an agency as alert as this one is can be depended on to keep ahead of competition.

And in dozens of ways, the Dow-Jones ticker helps the agency create more forceful campaigns—more impactful because they're geared to real happenings . . . more timely because they're geared to news that is still news!

The cost for this unique, dependable aid is realistically economical. You'll be surprised at how easy it is for your agency to afford the Dow-Jones Instant News Service—a service you really can't afford to be without!

DOW-JONES IS FIRST WITH NEWS YOU CAN'T ANTICIPATE
...and in addition, is first with all these basic reports every day:
Securities and commodities news
Labor developments
Government decisions
Corporate financing plans
Plant expansion and relocation news
New sources of supply
Sales leads
...and many other developments of prime importance.

DOW-JONES *Instant News* SERVICE
44 Broad St., New York 4 — 711 W. Monroe St., Chicago 6 — 1540 Market St., San Francisco 19 — 1325 Lakeside Ave., Cleveland 14

Ideas *that sell at the point of sale*

√ CHECK items on which you want information and samples and write Chicago Show Printing Company, 2635 N. Kildare, Chicago 39.

☐ Permanent-type Displays—wood, glass, plastic, metal ☐ Molded Plastic and Animated Displays ☐ Complete Dealer Display Kits ☐ Cloth Banners ☐ Outdoor Displays—Stanzall® ☐ Cardboard Displays ☐ Econo Signs ☐ Mystik®—Self-Stik Displays ☐ Pennants ☐ General Lithographing Services ☐ Complete creative point-of-sale facilities from ideas to sales.

WBZ-TV BOSTON (NBC AFFILIATE)	WJZ-TV BALTIMORE (ABC AFFILIATE)	KDKA-TV PITTSBURGH (CBS AFFILIATE)	KYW-TV CLEVELAND (NBC AFFILIATE)	KPIX SAN FRANCISCO (CBS AFFILIATE)

WHAT HAPPENED TO ALL 5 OF THESE STATIONS ON ELECTION NIGHT WAS NOT A

COINCIDENCE

Three different network affiliations . . . yet each of the WBC-TV stations ran "ahead of its ticket" on election night. Each drew a greater share of audience than the average of other local stations on that network that evening.

This is not coincidence. No more than it can be called a coincidence that more local advertisers use WBC television stations than any other TV stations in their markets.

Now, what about the ratings? The WBC-TV stations are leaders in their markets. All five are first or virtually tied for first place in share of audience. Again, despite the fact that one station is ABC, two are CBS, two are NBC.*

What makes so many people tune to the five WBC-TV stations? We believe the answer lies in the important identification that our stations have with community problems, and in their attempts to serve the community and the personal needs of viewers. For example, over 400 times in the last few years, WBC stations have editorialized on local issues, alerting their audiences to the need for action and infusing them with the desire to find solutions. Even more significant, these editorials have run in time periods when there are peak viewing audiences.

Also, recognizing the obvious need and desire for information, WBC stations have programmed special national and international news coverage of world happenings, supplementing the services received from the networks. The intention: to give WBC audiences a locally-oriented point of view, and as complete news coverage as possible.

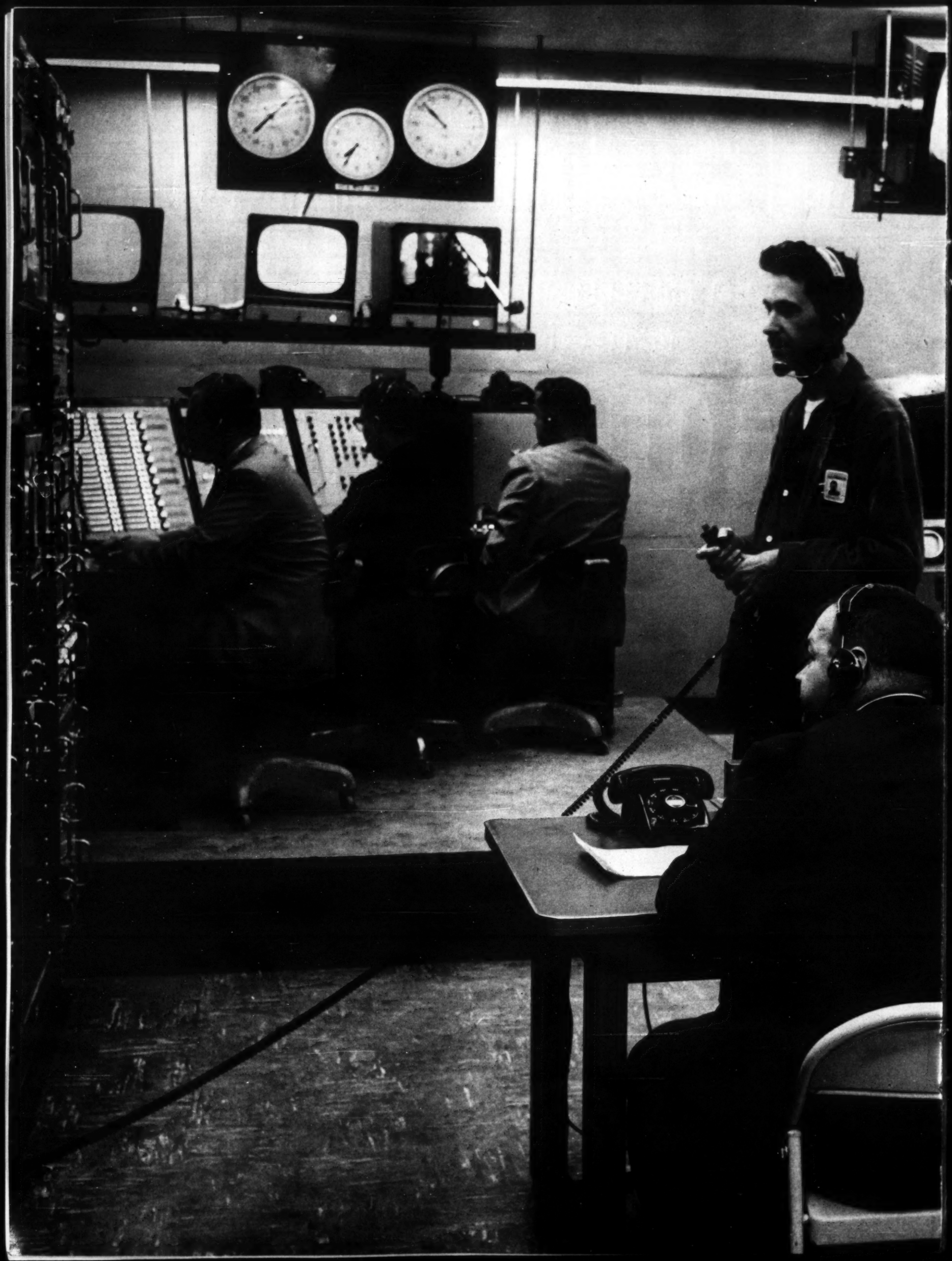
These facts have earned for the WBC stations the top awards for significant and outstanding programming in the public service.

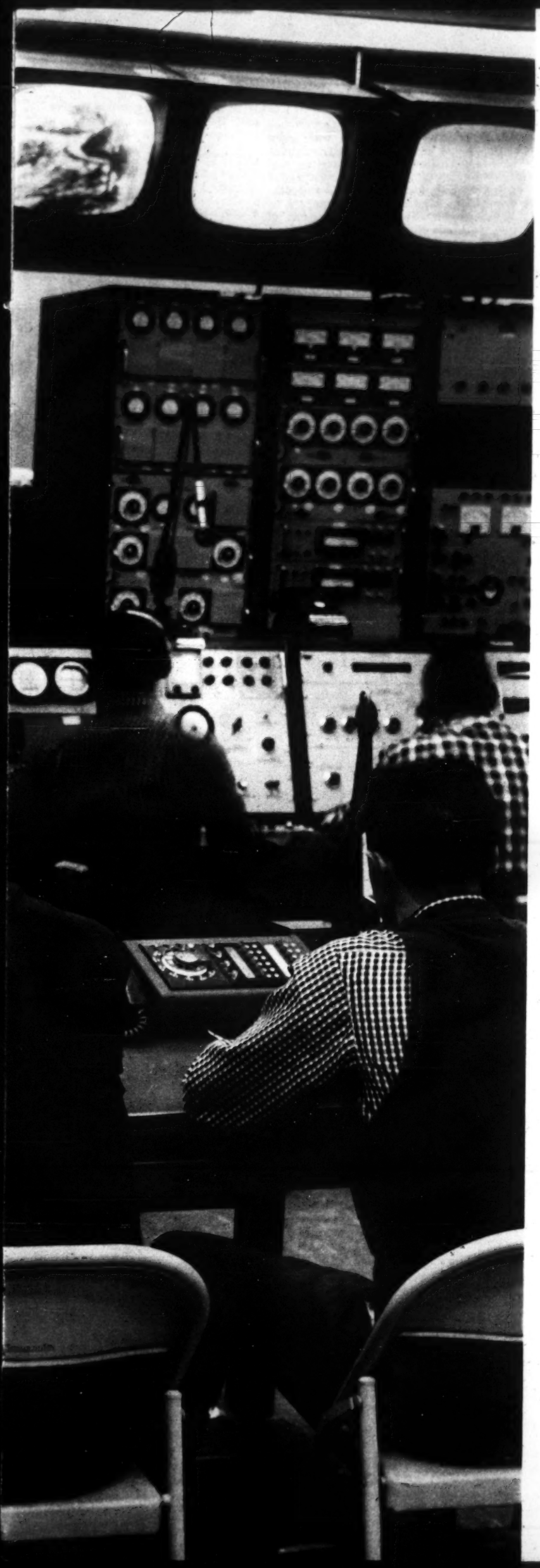
So it isn't COINCIDENCE. Audiences, advertisers, ratings, community services, awards. These are the stimuli that prompt viewers and advertisers to turn to these stations.

Westinghouse Broadcasting Company, Inc.

WBZ-TV, Boston, WJZ-TV, Baltimore, KDKA-TV, Pittsburgh, KYW-TV, Cleveland, KPIX, San Francisco.
Represented by Television Advertising Representatives, Inc.

** Current ARB Reports. And if you're wondering about the stations that are "virtually tied", one is 1/10 of 1% below its competitor, while the other is 9/10 of 1%. You might call this difference an area of statistical tolerance.*





BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aerospace market, what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week
and ***Space Technology***
A McGraw-Hill Publication 330 West 42nd St New York 36, N.Y.

ABC PAID CIRCULATION 78,983

Blockhouse—Martin-Denver

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Gamut Adds Two Accounts

Gamut Advertising, Garden City, N. Y., has been named to handle advertising for Nassau Savings & Loan Assn., Brooklyn, N. Y., and for the Floral Park Federal Savings & Loan Assn., Floral Park, N. Y.

Selling Insurance?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 87,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

Adman in the News . . . John Hurlbut

NEW ORLEANS, Nov. 15—If John Hurlbut has his way, radio and television promotion men are going to become much better known in their own communities. The newly elected president of the Broadcasters' Promotion Assn.—himself promotion manager of WFBM, Indianapolis—is a firm believer in what he calls "promotion by infiltration—getting seriously involved in the affairs of your community." It is important to the image of the industry that broadcasting men be good citizens, he feels; and it is equally important that they make available their promotional know-how and showmanship, to be used in community causes.

John Hurlbut

It is also important for promotion men to improve their own image, and John Hurlbut feels that BPA can do a lot to further this objective. Here are a couple of things he would like to see accomplished in the coming year.

1. Increased recruitment of promising promotion personnel, both from college campuses and from other areas.

2. A step-up in the dissemination of promotion material to BPA members. Eventually he envisions a regular "idea file" of promotion ideas that would be gathered together on a regular basis and be available to the membership.

■ By getting more promising people interested in promotion work, John Hurlbut feels, BPA will be performing a service for the management of radio and tv stations, and will at the same time accord to the promotion man the status he deserves.

"In the '60s the promotion man is—and should be—a full-fledged member of a station's management team," he believes.

This fall a survey course in promotion was introduced at Indiana University. The course, part of a general broadcasting course, is only the first step in this direction, Mr. Hurlbut feels. He hopes to get similar promotion courses under way at other universities, so that emphasis can be placed on the promotion—and business—side of broadcasting, not simply the talent side, as is often the case in such courses.

In addition to his projects, the new BPA president has what he calls his "pet theory."

■ "I think we owe it to ourselves to get together more often," he told AA's reporter. "It would behoove us to sit down and develop a common line of media promotion.

"Despite the fact that stations in a market are selling in competition with each other, I think it is important from the standpoint of the image of our industry—in the eyes of the community and of our thought leaders—to work together for the good of all broadcasting elements in our own respective areas."

When it comes to practicing what he preaches, John Hurlbut has certainly done just that in his civic and business group activities, and the list of associations and groups with which he is affiliated is too long to tabulate. In BPA alone he has been active as an officer, a director and chairman of various committees.

■ John Hurlbut got into the broadcasting business shortly after World War II. He had been a reporter and photographer on the *Syracuse Herald-Journal* before the war, and after a short stint on the paper following the war, he was named promotion manager of its station, WSYR, in 1947. In 1951 he went to New York to join NBC as manager of audience promotion for the tv network. In '53 he became advertising and promotion manager of WNBC and WNBT; he left that post in '54 to be promotion and research manager of Peters, Griffin, Woodward, New York.

On July 1, 1957, he joined the WFBM stations, in Indianapolis, as promotion and public relations manager.

■ Between work and his many civic activities, John manages to find time for his two major "hobbies"—his family and his Hammond organ. When he is not figuring out new ways to hook the Hammond into his intricate hi-fi wiring complex, he can usually be found, along with his wife, Emmy Lou, relaxing with the Hurlbut children—Gale, who is 12, and David, 9. #

Reach, McClinton Adds Sperry Rand Research Center

Reach, McClinton & Humphrey, Boston division of Reach, McClinton & Co., New York, has been named to handle advertising for a new Sperry Rand Research Center in Sudbury, Mass. The New York agency handles Sperry Gyroscope Co., another division of Sperry Rand. Reach, McClinton & Co. also has named Philip C. Kenney, media director in New York, a vp.

Hitchcock Names Pepper

Oliver S. Pepper has been appointed to the new position of special services manager of Hitchcock Publishing Co., Wheaton, Ill. He was formerly in the company's sales department.

EUROPE'S OWN U. S. NEWSPAPER

The European Edition of the Herald Tribune is not a condensation of the New York edition

This is our reply to a question that has been asked many times—and which we are glad to answer because it points up the big difference between the European Herald Tribune and other so-called internationl editions.

The news in the European Herald Tribune is gathered, edited and published *in Europe* by Americans *in Europe*. It is tailored for Europeans and for Americans in Europe. It reflects American opinion and news techniques. But it is a European product.

It has its own feature writers who reside in Europe and who write for Europeans and Europe-residing or Europe-traveling Americans.

Its staff includes Paris-residing *Art Buchwald* . . . European travel writer and book reviewer *Robert Sage* . . . European theater and movie reviewer *Thomas Quinn Curtis* . . . European fashion-news gatherer *Lucie Noel*, "Toward One Europe" financial columnist *Jan Hasbrouck* . . . art-in-Europe reviewer *John Ashbury* . . . and two who write especially for European women—*Naomi Barry* and *Mary Blume* . . .

If you're doing business with Europe—or are planning to—you'll want to use the Europe-edited, Europe-published U. S. paper which Europe accepts *as its own*.

The EUROPEAN EDITION NEW YORK Herald Tribune
230 WEST 41 STREET, NEW YORK 36, N. Y.

WINSTON-SALEM IS REALLY GROWING PLACES
. . . all three places, in fact

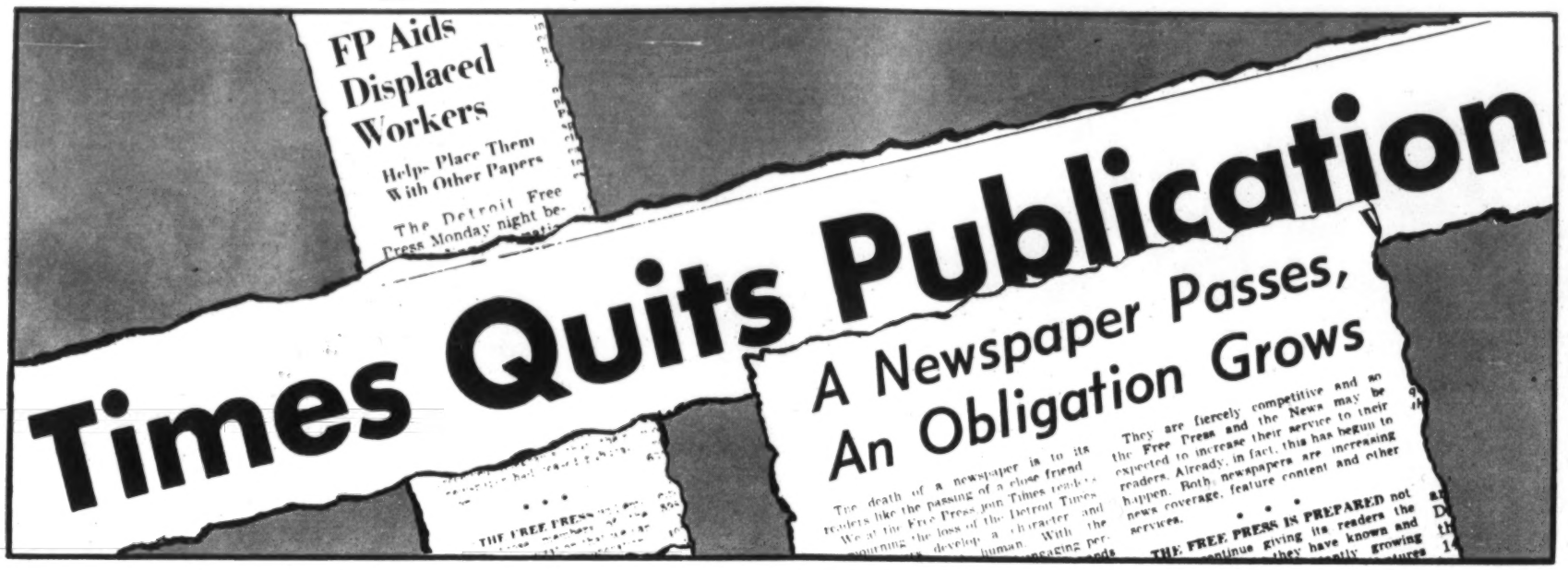
METROPOLITAN AREA POPULATION UP 29% SINCE 1950
CITY POPULATION UP 26% SINCE 1950
OUTSIDE CITY POPULATION UP 33% SINCE 1950

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

. . . compared with 11.5% gain for the State of North Carolina. Current Winston-Salem Metropolitan Area population is 188,229 . . . as reported in 1960 Census.

WINSTON-SALEM JOURNAL AND SENTINEL
NATIONAL REP., KELLY-SMITH CO.

On November 7th, Detroit became a New Market...



NOW, MORE THAN EVER, YOU NEED THE FREE PRESS TO SELL DETROIT!

As you have already heard, the Detroit Times ceased publication on November 7th, 1960.

With its passing, the old, outdated concept of the Detroit Market vanished for good. No longer can marketing men plan Detroit advertising and sales campaigns solely in terms of bulk circulation, or city zone landmarks per se.

Productive Families Measure the Market

The passing of the second afternoon paper in America's 5th Market points up the vital importance of looking at Greater Detroit in terms of productive population . . . the money-in-their-pockets families . . . the dynamically changing socio-economic facts of today and the future.

And it points up the plain fact that if you want to sell goods, services or ideas in this market, you have to base your advertising program on a Free Press foundation.

Detroit Growth Parallels Free Press Growth

Detroit is a market in transition. And the Free Press growth chart paces the growth of the market itself. The Free Press is read by the families with buying power throughout the expanding market area . . . in fact, throughout productive Michigan.

Top Ten Study Verifies It

The first Top Ten Brands Study of the Greater Detroit Market shows, among many important things, these facts:

Better than three out of five Free Press Reader Families surveyed have incomes of $6,000 or more.

Four out of five of these Free Press Reader Families own their own homes; an unusually high proportion even in this high home ownership area.

Four out of five Free Press Reader Family Heads are in the professional, managerial, skilled craftsman occupation groups.

More than three out of five Free Press Reader Family Heads are in the growth-market age group, 35 to 50.

More than four out of five Free Press Reader Families live in the stable, solvent Outer City and in Suburbia, the well-to-do, fast-growing, 5½-County Retail Trading Zone.

When They Read the Free Press is When They Plan to Buy

To this Free Press Reader profile, add the fact that Free Press readership is a 'round-the-clock habit. Purchasing plans are made in the Free Press pages from alarm clock time to bedtime.

For all these reasons, advertisers who know the Detroit market put the lion's share of Financial, Women's Wear, Hotel and Restaurant and Amusement advertising in the Free Press. And now, more than ever, the Free Press is the place to talk to the greatest number of informed, well-dressed, well-housed and well-heeled families who keep all Detroit on the move forward.

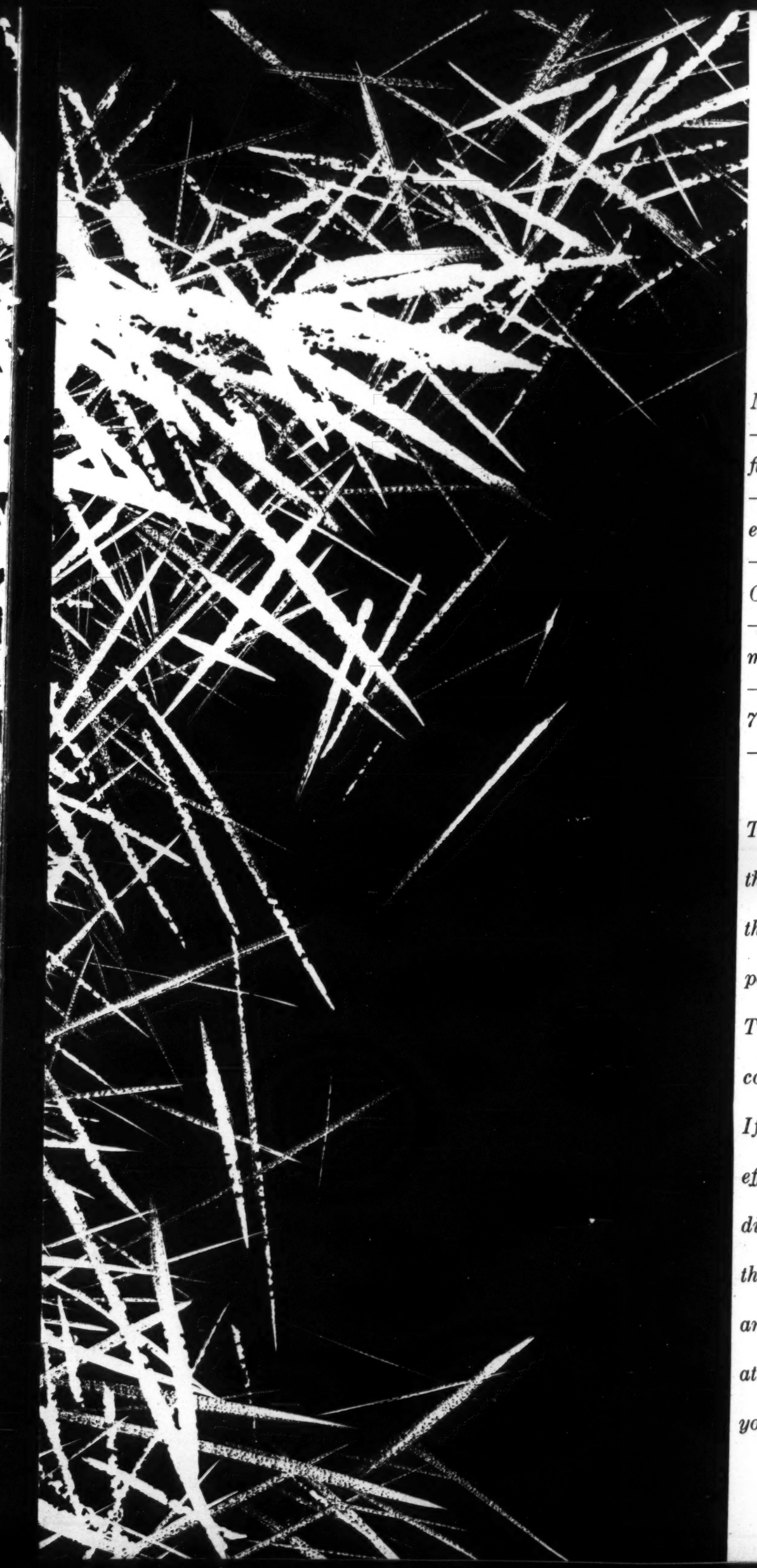
You have a new opportunity to greatly strengthen your own sales position in the Greater Detroit Market. That opportunity is a solid Free Press advertising campaign. A Representative of Detroit's *Important* Paper will be happy to help you do it.

NOTE: *The first Top Ten Brands Study of the Greater Detroit Market, 1960-1961, is a Free Press exclusive. It is currently being reviewed with key advertising and business executives. Ask your Free Press Man about it when he calls you.*

The Detroit Free Press

THE IMPORTANT PAPER IN DETROIT AND MICHIGAN

Represented Nationally by Story, Brooks & Finley



Marketing fact: Of over 4.5 million firms in the U.S., less than 1% employ more than 100 people.

Only 18,770 of these firms are in manufacturing — yet they account for 75% of all manufacturing output.

Though the firms at the heart of the industrial market are numbered in the few thousands, the purchasing potential runs to billions.

This market is concentrated and the competition is intense.

If you are looking for advertising efficiency, if you want your messages directed squarely at companies where the buying volume is greatest, and if you want advertising impact at the decision-making levels —

you'll find it in **FORTUNE**

Business Paper Probe Helps Worthington Prune Its Media List, Petropoulos Reports

HARRISON, N. J., Nov. 15—Worthington Corp., a major producer of industrial machinery, has made a private study of 60 business publications in order to prune its media list.

One finding has been that fewer than half of the publications on the company's list rate a "read regularly" readership.

Outlining the yardsticks applied by the company in its media selection, Pete Petropoulos, manager of corporate promotion, told the New York Dotted Line Club yesterday that the company has been in advertising a long time—"and we are going to get this thing licked."

The special study had been applied to circulation lists "that came to us smelling like roses," he said. Ultimately, the test was to weed out the publications which have only a "partial rapport" from those with a successful rapport with their circulation.

■ He cited the example of *Pump World*—an actual publication given a fictitious name—which was offered to him as a journal that would solve all his problems. "This is our frustration. There are many *Pump Worlds* in the business press, and the problem is how to tell them apart. Primarily, the fault is the advertiser's," he said. "But what are the publishers doing to help the media buyers?"

Several clear measurements are applied by the company in its selection, he said:

1. The company immediately suspects any attempt on the part of the publication to isolate its readership, "such as a circulation based on pump users." The exceptions are publications geared to the drug industry and the medical world, for example.

2. Worthington avoids publications which attempt to fool the advertiser into thinking that they are something more than a house organ.

3. The company carefully reads everything in the publications it uses. What is the writing like? Have the editors worked hard at their job?

4. Sometimes visits are paid to the editorial offices. "Usually the second-rate publications, such as the *Pump Worlds*, have sparse files."

5. Worthington looks for the point of view—for provocative and authoritative editorial presentation.

6. Often the company looks to the letters to the editor as a key to the response the publication achieves.

7. "We try to keep aware of the frequency with which the magazine is quoted."

8. The company regularly checks the new-products list carefully to see whether the publication is in fact abreast of developments, not merely fooled by producers catching up with their competitors.

9. Worthington believes that people occasionally "read up" on their subject, "and we seek out editorials that are a little above our heads."

■ Mr. Petropoulos said that several companies had inquired about the study. "The more of us that do this, the more we will build up pressure for publishers to do this themselves." #

AVALANCHE—*The "think" sign with this pile of mail was put there by Olmsted & Foley, Minneapolis, and its clients, Fort Dodge Laboratories, Fort Dodge, Ia., after a response of 3,200 drawings of horses from children under 16 when an ad in Western Horseman and Quarter Horse Journal offered $25 for the best drawing of a horse, to be used in an ad for Clovite, a vitamin supplement for animals. In order to get young artists to part with drawings, the ad promised to return all drawings. The sign says: "Before running a contest, Think, and don't return entries."*

RAB Adds 31 Members

Radio Advertising Bureau, New York, added 31 stations to its membership roster during October. Represented among the newcomers were three station groups: Star stations KICN, Denver; KISN, Portland, Ore.; and KOIL, Omaha; Stanley Hubbard stations KSTP, Minneapolis-St. Paul; WGTO, Cypress Gardens, Fla., and KOB, Albuquerque, N. M.; and Buckley-Jaeger Broadcast Corp. stations WDRC, Hartford, Conn.; WHIM, Providence, and KGIL, San Fernando, Cal. Dale R. Woods, previously a regional manager of the RAB, has been named a division manager in the bureau's member service department.

Jim Jones Joins Republic

Jim Jones, formerly owner of Jim Jones Advertisers Service, New York, has been named president of Republic Graphics, New York, designer and producer of sales materials. He succeeds Morris B. Weintraub, formerly president and chairman, who has resigned to devote full time to other interests.

Bill Vandivert took this picture. We believe it symbolizes the passing of knowledge from one generation to another. All progress, all the accomplishments of men, come from this union of the wisdom of experience with the courage and convictions of youth.

BOYS' LIFE is dedicated to the enlightenment of young people. It is, therefore, far more than monthly reading material for its 5,000,000 boy readers. The current issue features a story on a Pakistani youth; the beginning of a series on the "family of man" by Ashley Montagu; the history of the Democratic and Republican parties by Senators Aiken and Williams; a modern fable by Stringfellow Barr; and an article on the development of power to replace the world's depleting fuel sources.

Future issues will contain material by Dorothy Gordon, Margaret Mead, Henry Steele Commager, Eric Goldman, Whitney North Seymour, Gerald Johnson and Catherine Drinker Bowen.

Best Buy in Ohio.. 12¢ per thousand
Sterling 9.3 T.A.B. rating
OUTDOOR ADVERTISING CO.
an H. H. SEFF CO.
56 N. Summit St. Akron, Ohio

ARIZONA 1st IN NATION IN NON-FERROUS MINERAL PRODUCTION
Tucson
1st in Arizona
IN TOTAL MINING OUTPUT...
$78,776,336 1959 - 1960 FISCAL YEAR
Another important factor in the expanding economy of the Southern Arizona Market!
The Arizona Daily Star Morning and Sunday
Tucson Daily Citizen Evening
IF YOU WANT TO COVER ARIZONA, THE STAR and CITIZEN ARE A MUST!
2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

"JUST RIGHT" FOR DELIVERING QUALITY RESULTS IN GREATER KANSAS CITY
KBKC radio
1480
ON THE RIGHT SIDE OF THE DIAL
"GOOD MUSIC IN THE MODERN VEIN"
REPRESENTED NATIONALLY BY VENARD, RINTOUL & McCONNELL, Inc.
ANOTHER PROGRESSIVE STATION OF
Public Radio Corp.
KIOA DES MOINES · KAKC TULSA · KBKC KANSAS CITY

BOYS' LIFE
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published for all boys by the Boy Scouts of America

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2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

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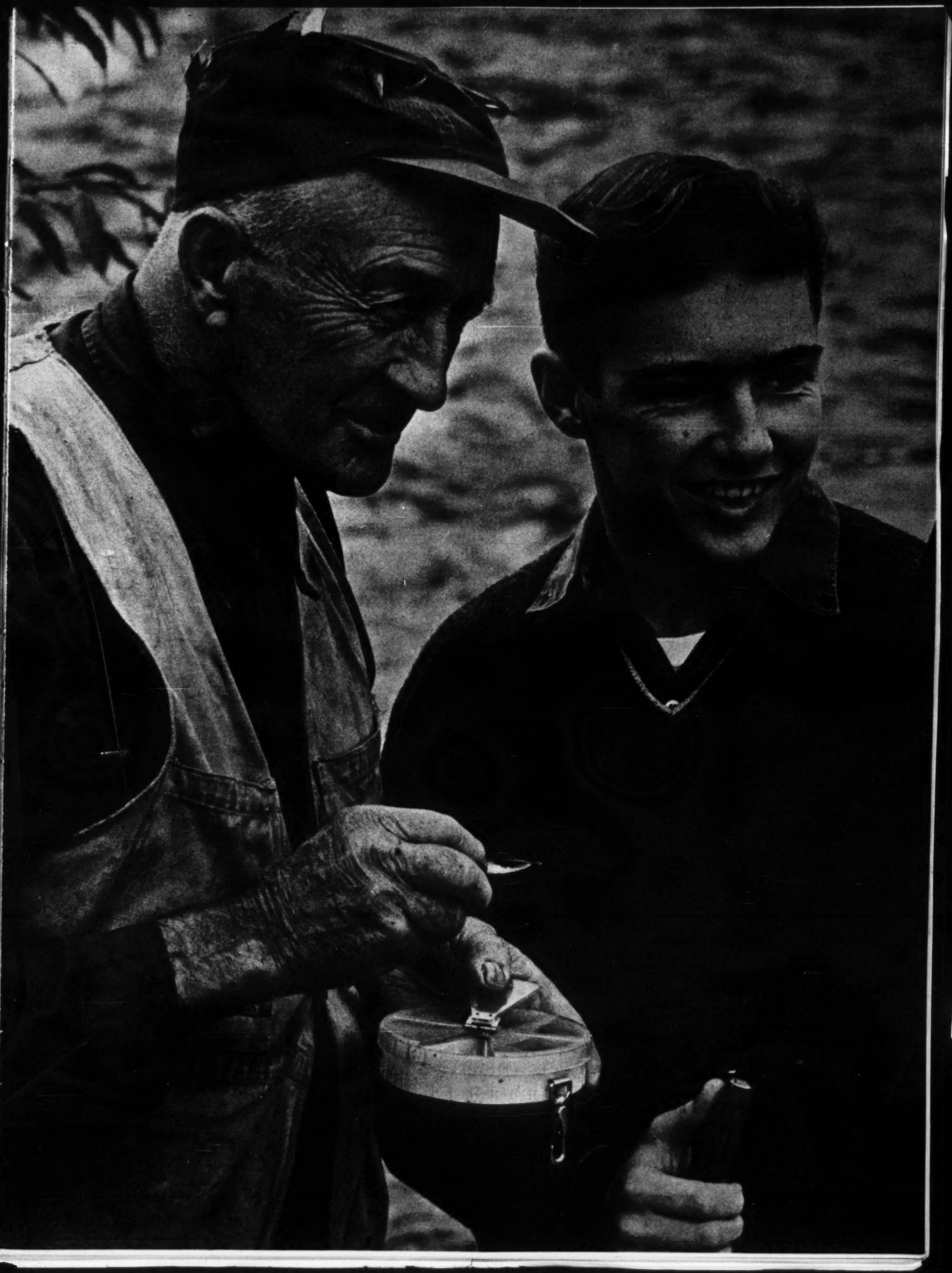


There grows

To 764,621

To 1,420,333 on

The Times again

daily (UP 63,448)

Sundays (UP 70,456)

To yet another circulation record. Making October the biggest month in The New York Times history.

Weekday sales averages during this past month topped those for October, 1959, by 63,448 . . . those for October, 1950, by 217,836.

On Sundays, too, The Times continues its characteristically steady growth. Net paid Sunday sales during October were up 70,456 over the same month, 1959 . . . up 228,467 over October, 1950.

The meaning of all this?

Simply: that as The Times grows in its usefulness to readers, so grows its circulation—and, at a substantially greater rate and volume than any other New York newspaper.

So, too, grows The Times usefulness to advertisers.

That's why The Times continues to lead all New York newspapers in advertising—and to register greater gains than all other New York newspapers combined. During the first ten months this year, advertisers placed in The Times 51,450,301 lines, an increase of 2,438,946 lines above the same period of 1959.

The New York Times

First in advertising in the world's first market for 41 years

ADMAN REVEALS

The Secret of Being a Somebody

FRED MANCHEE worked his way up from the bottom to become a high-echelon executive with BBDO, one of the world's leading advertising agencies. Last year he was able to retire at the age of 55. For 35 years, Mr. Manchee has watched hundreds of young men try to climb the ladder of success. Now, he reveals why some reach the top while countless others never get off the ground. The reason, he concludes – in a book that can change your future–lies in the six basic ingredients of success.

What are the 6 magic traits?

You don't need a book to help you acquire the six essential ingredients of success. You have them already. They are *resourcefulness, intuition, apprehension, thoughtfulness, zeal,* and *luck.* But simply having these traits isn't enough. You've got to learn how to develop these assets . . . how to put them to work for you. And this is where THE SECRET OF BEING A SOMEBODY will be of invaluable help.

Start flexing your "success muscles" right now

In THE SECRET OF BEING A SOMEBODY, you will find 70 simple common-sense exercises which will help you develop your six success characteristics.

Practice them every day, and you will develop these invaluable talents:

- You'll be able to make the best possible impression on first meetings
- You'll know how to anticipate interview questions
- You'll find it easy to start a conversation and then to keep it rolling
- You'll remember names
- You'll be able to make intelligent quick estimates of people
- You'll know how to cope with surprise emergencies
- You'll know how to brainstorm for ideas and get results every time

Here's what enthusiastic readers report:

"I have read only 20 pages and already have gotten six good ideas."
—G.A.D., NEW HAVEN, CONN.

"I have ordered copies for each of my 25 salesmen."
—F.H., PATERSON, N.J.

"Wonderful for anyone at any stage in his career who wants to find something of immediate and practical help. I have put it on my Christmas-giving list."
—MRS. J.R., WEST ENGLEWOOD, N.J.

"This book is far more human and therefore readable and workable than the other self-improvement books."—A.C.A., ARDSLEY, N.Y.

Just a few of the secrets of being a somebody

HOW TO BE RESOURCEFUL. *How to relieve the tension of embarrassing moments . . . How to become a better conversationalist.*

INTUITION—ITS IMPORTANCE AND HOW TO DEVELOP IT. *Don't confuse intuition with premonition . . . You are more intuitive than you think.*

HOW TO ACQUIRE APPREHENSION. *Not to be confused with nervous stomach . . . Learn to anticipate questions . . . How to keep out of trouble . . . Keep your eyes and ears open for cues.*

WHY THOUGHTFULNESS IS SO VITAL. *The role of instinct . . . How thoughtfulness pays off.*

HOW TO AVOID MAKING ENEMIES. *How many letters do you owe right now? . . . Watch your attitude. . . 10 ways to prevent thoughtlessness.*

HOW ARE YOU FIXED FOR ZEAL? *Are you a real goal-setter? . . . Don't be afraid to do the unexpected.*

HOW TO BE LUCKY. *Superstition vs. luck . . . The true meaning of luck . . . Condition yourself to invite luck . . . Luck can be exploited.*

THE SECRET OF MAKING PEOPLE LIKE YOU AND WANT YOU. *How to put the information in this book to work for you . . . A seven-day plan to improve your chances for success in business and socially.*

10 days' free trial

We are so sure that you will find THE SECRET OF BEING A SOMEBODY a practical and stimulating book that we make this special offer: mail the coupon below with $3.95 to Thomas Nelson & Sons, Dept. B46, 19 East 47th Street, New York 17, N. Y. Examine the book for 10 days, take the quizzes, try the exercises. If you do not agree that it is an informative, useful guide to greater success in your business, personal and social life, simply return the book and your money will be refunded.

EXTRA!

299 sure-fire steps to success arranged by profession. Whether you're a beautician or a doctor, a grocer or a junior executive, no matter which one of 50 fields you're in, you'll find helpful, practical things to do tomorrow to insure a successful future.

10 DAYS' FREE EXAMINATION

THOMAS NELSON & SONS, Dept. B46
19 East 47th Street, New York 17, N. Y.

Please send me THE SECRET OF BEING A SOMEBODY. I enclose ( ) check ( ) money order for $3.95. If, after examining the book for 10 days I do not agree that it is a practical guide to greater success in my business, social and personal life, I may return it and my money will be refunded.

Name.....

Address.....

City.....Zone...State.....

P. P. Willis, 74, Pioneer Aviation, Auto Adman, Dies

CHICAGO, Nov. 15—Paul Peter (Pete) Willis, 74, pioneer in the commercial aviation advertising field and a principal in one of the most highly publicized lawsuits in U. S. advertising annals, died Nov. 13 of a heart attack in his home in Wheaton, Ill.

Born in Princeton, Ind., the son of a Methodist minister, Mr. Willis worked his way through DePauw University. He started his career as a police reporter for the old *Terre Haute Tribune* for $7 a week. Later, he joined the *Indianapolis Star* and became reportedly the first automotive editor for a daily newspaper.

He left the newspaper field to join the Indianapolis Speedway as its first public relations director. He later helped to publicize Miami Beach as a tourist mecca before joining Willys-Overland as advertising manager.

■ In about 1924, Mr. Willis met Errett Lobban Cord, who then was engaged in taking over the management of Auburn Automobile Co. and Duesenberg Motor Co. At Mr. Cord's urging, Mr. Willis opened his own agency in Toledo, P. P. Willis Corp., and was awarded the Auburn account. Auburn advertising, prepared by Mr. Willis, helped to make the line a popular car of that era. Mr. Willis opened a Chicago office in 1930.

Mr. Willis became interested in commercial aviation in about 1931 when Mr. Cord retained the Willis agency to handle advertising for American Airways (now American Airlines), which Mr. Cord controlled. The agency handled American until 1937 when Mr. Cord sold out; the account was then given to the old Blackett-Sample-Hummert agency.

In 1938, Mr. Willis dissolved his agency, which at the time had such accounts as Auburn, Checker Cab Mfg. Co., Cord Corp., Duesenberg and Stinson Aircraft Corp. C. R. Smith, president of American Airlines, fired Blackett-Sample-Hummert and authorized Mr. Willis to "pick an agency and make your own deal with them."

Mr. Willis chose Ruthrauff & Ryan (now Erwin Wasey, Ruthrauff & Ryan) which he joined on April 1, 1938, and he negotiated the now famous "lifetime, irrevocable" contract with the agency which was to remain in affect until Mr. Willis died or the agency lost the account.

■ The contract provided that Mr. Willis receive $1,000 a month plus one-third of gross commissions from American Airlines which exceeded $18,000 in any six-month period. The agency also agreed to provide Mr. Willis with office space and staff and perform copy and other services required on the account, and Mr. Willis was to determine what service was necessary. "If he desires, he may devote as much time as he deems proper to outside business," the contract read.

Mr. Willis headed up the American Airlines account at R&R until 1946 when he resigned to join American as advertising director at a salary of $25,000 a year. He was fired a year later and rejoined the agency but not on the airlines account. He left R&R in 1952.

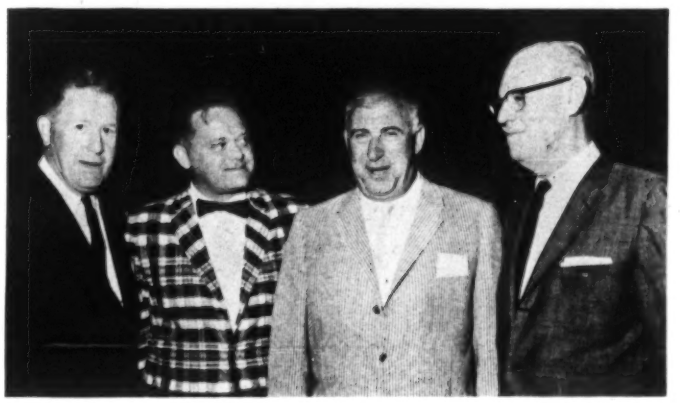
In November, 1954, Mr. Willis filed suit against R&R in a Chicago court, seeking more than $1,000,000 in commissions which he claimed were due him under the "irrevocable" contract (AA, Feb. 14, '55). Two months after the suit was filed, the agency lost American to Lennen & Newell.

■ Ruthrauff & Ryan claimed that Mr. Willis had signed a written termination of the contract when he left to join American. Mr. Willis won the first round when a master in chancery held that the contract was valid, and that the letter of termination was void (AA, Dec. 19, '55).

The following year, however, Judge Abraham L. Marovitz overturned the master's recommendations and ruled that the termination agreement was valid, and that the 1938 contract was canceled (AA, June 11, '56). The Illinois appellate court later upheld this ruling (July 1, '57).

Mr. Willis was recognized as an authority on commercial aviation and one of the outstanding creative writers of commercial airline ad copy. His campaigns for American Airlines were recognized as classics. One of his best known campaigns featured the headline, "Are You Afraid to Fly?"

"He was a brilliant, inspired writer, who was 'way ahead of his time in the promotion of air travel," one agency executive said. "He had much to do with convincing the American public that flying was safe." #



Wright Garth Birke Hale

CONVIVIAL—*Relaxing between sessions at the annual meeting of the Southern Newspaper Publishers Assn. in Boca Raton were Ben Wright, This Week Magazine; W. W. Garth Jr., Compugraphic Corp.; W. D. Birke, Herald-Dispatch, Huntington, W. Va.; Richard Hale, News-Star, Monro, La.*

Katz Agency to Move

The Katz Agency, Los Angeles, will move to new quarters in the Lee Tower at 5455 Wilshire Blvd. on Dec. 15.

BACON'S ALL NEW 1961 PUBLICITY CHECKER

Now with perforated and gummed revisions FOR FAST, EASY UP-TO-DATE CHANGES

- Over 3500 Listings
- 99 Market Groups
- Business, Farm, Consumer Magazines
- Coded for Type of Publicity Accepted
- Quarterly Revisions
- 352 pages—6-3/4" x 9-3/4"
- Rugged Spiral Fabricoid
- Lays Flat in Use

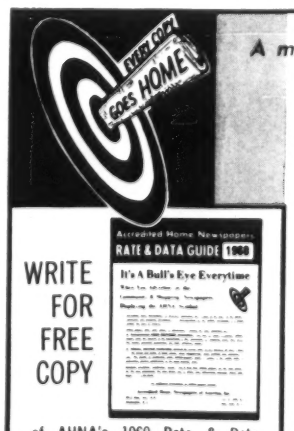
SENT ON APPROVAL
$25.00
with revisions Feb., May, August

THE ACCEPTED TOOL FOR EFFECTIVE PUBLICITY HANDLING

The Standard directory for release lists. New revision pasteovers will allow you to stay 100% up-to-date. Easy to use . . . complete...accurate.

ORDER NOW FOR 1961

BACON'S CLIPPING BUREAU
14 East Jackson Blvd. Chicago 4, Illinois



WRITE FOR FREE COPY of AHNA's 1960 Rate & Data Guide . . . 44 pages of useful information on the nation's top community and shopping newspapers.

A message of importance to newspaper spacebuyers

WOMAN'S CHORE

A recent national survey revealed that 91 per cent of the family shopping is done by the woman of the house.

AHNA newspapers cover the majority of the households in the areas they serve. Every copy goes home . . . where sales begin . . . to serve as the housewife's shopping guide.

Because they bring "local" news and shopping information not available elsewhere, AHNA newspapers enjoy a loyalty of readership among housewives unique in the print media field. As a result, the best way to get on the housewife's shopping list is through the AHNA newspaper.

Accredited Home Newspapers OF AMERICA, INC.

1706 Rhode Island Avenue, N.W. Washington 6, D.C. • DIstrict 7-4618
141 East 44th St. New York 17, N.Y. • MUrray Hill 2-8273

But it's not selling the product

You can reach the hearts of millions with the right television program. But you won't reach their pocketbooks unless your commercials tell a compelling product story that's written with insight and produced with imagination. At Chirurg & Cairns we call this strong central theme a *basic sales idea*. It is the keystone of our selective selling approach, which picks out and builds up today's best profit opportunities for each of our clients.

If you feel that *your* company needs the persuasive power of a basic sales idea, we'd like to talk to you. We think you'll find this agency alive with creative talent and alert to business problems. You will also find us eager to show you how handsomely selective selling pays off—particularly in today's economy when the squeeze on profits is so tight. **CHIRURG & CAIRNS, INC.** 130 East 59th Street, New York 22, N. Y. 824 Boylston Street, Chestnut Hill 67, Mass.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Readers Disagree with Harper's 'Thesis' That Ad Efforts Don't Deserve 'Creativity' Tag

To the Editor: Marion Harper's "lashing out at the advertising cult of creativity" (AA, Oct. 31) is a thing to behold. I can't decide if he got "his semantic signals crossed," or was being deliberately controversial. It is, however, a good example of communication being fouled for lack of defining terms.

Mr. Harper seems to be talking about creativity for creativity's sake—a sort of Cloud 9 kick—something to be indulged in by the Picassos, but divorced from the hard cold facts of business. I would think this is a very narrow definition of creativity.

Webster defines create: "1. To cause to come into existence. 2. To produce as a new construction out of existing materials. 3. To be the cause of; originate; produce; occasion."

If we accept this definition, then it doesn't make sense to say:

"Certainly we have an impressive proportion of creative people in the ad business; and they often think, write, design and work creatively. But it is somewhat embarrassing to hear the word 'creativity' used so freely and frequently by advertising agencies—when it is rarely used by their clients who, nonetheless, may have achieved breakthroughs in nutrition, medicine, energy, data processing and even life on the moon." Mr. Harper warned agencies to go easy on slapping the 'creative' label on their people and product. He suggested that while some agency people may be "creative," they are certainly no Picassos.

It would seem to take a good deal of creativity to reach the moon or discover penicillin. I believe a Picasso can be creative. I also believe it took a creative mind to see mold on bread as a possible aid to mankind. To say creativity is only a small portion of advertising just doesn't make sense, unless we accept Mr. Harper's narrow definition.

Carl E. Lindgren,
Wheaton, Ill.

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To the Editor: Mr. Harper should know better!

We all agree that the word "creativity" is overused. But I think there is an excellent reason why it is.

Mr. Harper says that creative advertising doesn't mean "effective" advertising. But we all know that "effective" advertising takes creative effort to get it to the "effective" stage.

The reason the word has been beat to death is because there has been a real need for more creativity for so long. Now that it *is* here and being recognized, it is being recognized in *all* areas of the advertising profession.

The word could well have been "imagination" or "originality," it doesn't matter.

Mr. Harper feels that "creativity" and/or "imagination" belongs only to a small area of the business. What about his own efforts at management level; his agency mergers, affiliations, growth, etc.? Are they not creative and/or imaginative efforts? Of course they took imagination!

Mr. Harper seems to separate "business" from "creativity."

Advertising *is* a business, but it happens to be a business that demands and uses ideas daily and the ideas are not contributed just by the artists, designers or copy people. Everyone in the agency at every level must use his imagination, originality, get ideas to keep up with competition. Media, marketing, research, management, even the client must all be creative. It is the combined, integrated, creative effort that keeps the "business" of advertising strong.

It is true that everyone can't be a Picasso, as Mr. Harper says, but that doesn't mean they shouldn't all try to be, in their own area, what Picasso is in his.

Clients may not use the word "creativity" as often as we do, but they recognize the need for it at *all* levels and will hire a man fast if he has creative abilities.

Good "effective" advertising has to grow out of imagination, knowledge and hard work.

Mr. Harper, I believe it is time we quit thinking of creativity as the "icing on the cake." Creativity is an ingredient that must be in the cake before you bake it.

"Business" will be better when we insist on this ingredient, not *apologize* for it!

Douglas Kennedy,
Los Angeles.

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Majority of Production Men Are Honest, Hard Working

To the Editor: I express to you my opinions on an editorial, "Ugly Word, Ugly Business," which appeared in the Aug. 29 issue of Advertising Age. [The editorial condemned kickbacks, split commissions and payola in the production end of the advertising business.]

My resentment, also shared by my colleagues, with this editorial is against the king-size wall brush, wielded by your writer to unjustifiably smear a whole segment of the advertising business. I've been in the agency production end of this business almost 35 years and I can truthfully say that I've never met the characters your writer depicts. Fortunately they must be a small minority. The majority are a dedicated, conscientious, hard-working and honest group. The remedies suggested, such as competitive bidding, rotating assignments etc., have long been procedures at many agencies and clients' advertising departments as good business practices.

I am a member and officer of the Advertising Agency Production Club of New York, the largest organization of its kind, with more than 180 members. I'm taking the liberty of enclosing our "Roster & Buyer's Guide" for 1960-61 with the hope that after a thorough reading and appraisal, you'll agree editorially that you can't stigmatize a whole body because of the defections of a few.

Take note of our aims, scholarship work, monthly educational endeavors etc. Also mark our membership representations on, and service to, the various graphic arts activities, the Four A's, as carried in your own paper, without compensation and often on an individual's own time and expense.

To end this on a corrective note, I would like to invite your thoughts and help in formulating a production man's creed or code of ethics. I think you'll agree this could be a constructive measure to help alleviate some of the rancor your editorial induced. I know the production clubs across the country would advocate and approve the step proposed.

Milton J. Sutter,
First Vice-President, Advertising Agency Production Club, New York.

• • •

Please Don't Go Overboard for Raw Fish (or Shochu)

To the Editor: In the Sept. 19 issue of Advertising Age I see that Gotham-Vladimir Advertising, New York, is going to promote Japanese food specialties.

I would very much like to see some of these products tested, especially *shochu*, described in your column as "raw fish." I suggest, however, that G-V run a pre-test on this particular product before they spring it on the unsuspecting public. Over here *shochu* and "raw fish" are two entirely different animals.

Boye De Mente,
Oriental America, Tokyo.

For our non-Japanese speaking readers' edification, shochu is a cheap saki, almost all raw alcohol.

• • •

Plenty of Challenge in Florida for Forward-Looking Admen

To the Editor: Re: The gripe letter from Robert R. Mills of Miami, Page 82, Oct. 24 issue.

Someone is busy kidding himself with the naive technique of over-simplification. But that road has always been well-traveled.

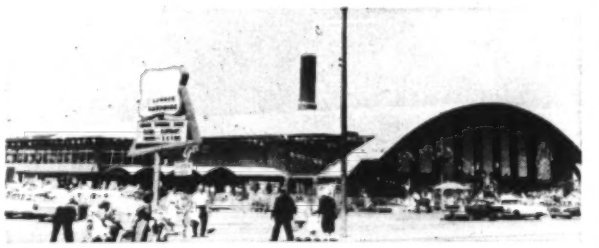
There is no question but what Florida has a long way to go in many areas of action . . . advertising included. Nor is there much doubt about our getting there! Our needs are considerable, but this in itself makes the total experience highly rewarding.

As for "challenge"—strikes me that young Mr. Mills could find a great and satisfying challenge by lifting his sights from negative generalities to the more rewarding heights of true contribution. Good cannot be served by muttering against imagined wrongs.

Ours is a stimulated, unfettered, non-traditionalized, non-tranquilized society. Its needs are many and its precedents few.

And this frontier—like all frontiers—needs the determined effort of conscientious, competent, confident people who are capable of committing themselves to the achievement of goals, not mere mewling about their absence. Detractors are vital when their criticisms have understanding depth

The building materials merchandiser has become the dominant force in light construction . . . comprising 55% of the market . . . building 175,000 homes a year . . . financing and selling materials for 585,000 additional homes! This progressive building materials merchandiser audience has been created by American Lumberman's Dealer Sales Control Program. DSC dealers average 56% more volume . . . sell broader lines of products . . . and more of them . . . than the average! Effective with the January 2, 1961 issue, American Lumberman will become BUILDING MATERIALS MERCHANDISER in name as well as fact . . . pointedly reflecting the transition of progressive dealers into building materials merchandisers . . . further pinpointing this new market it helped to create.



Building Materials MERCHANDISER

American Lumberman
and Building Products Merchandiser
ABC ABP
VANCE PUBLISHING CORP.
59 E. Monroe St., Chicago 3, Ill.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

. . . not when they express surface-shallow gripes.

As for us, we're far too busy living and projecting "principles, practices et al." to have noticed their absence in the "peers" that Mr. Mills speaks of.

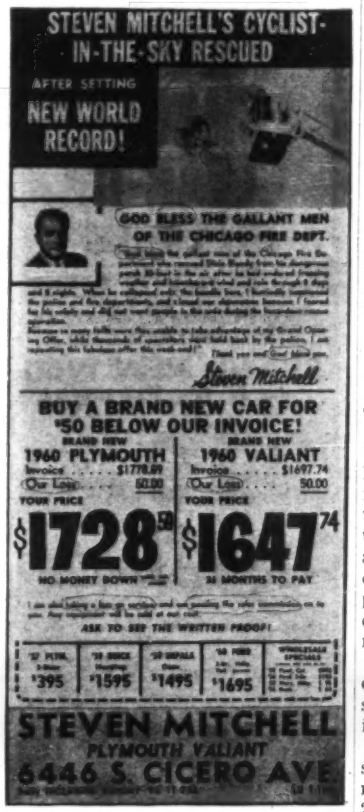
Jack I. Green,
Executive Vice-President, Bishopric/Green/Fielden, Miami.

• • •

Who Paid for Ad If Stock Is Sold at a Loss?

To the Editor: Having handled over 30 automotive accounts during the past ten years, I vote that this is definitely the one ad I can do without.

He (the account) spent one half of his ad "God Blessing" something or another, while proceeding to tell of his "Grand Opening." As the



story unfolds, he impresses us with the fact that he is selling his stock at a "loss." I am still wondering what this "Guy in the Sky" is doing to promote the account's stock at a loss. Incidentally, he is taking a loss on service as well as passing on sales commissions.

One question: Who paid for the ad?????

Ray Rex,
Chicago.

Regional Editions Lead to Split-Run Personality

To the Editor: If split runs use a magazine's total circulation to test various copy appeals and regional editions sell limited distribution products, what do you call a national man who uses all regional editions to test different copy?

Being all of the nine people who can't fold a road map correctly, I imagine (Ernest) Jones' remarks (Oct. 31) have *Life, Look* and *Reader's Digest*, etc., talking to themselves. First one to hire Fleur with her insert flair captures the market.

No, Mr. Jones, I'm not buying a Cadillac this year. I'm so busy trying to fold this G.D. road map that I can't get my own car started. It's a Chevy.

I enjoy AA enormously—particularly your Washington reporter, Stanley E. Cohen, who does a wonderful wonderful job. Best wishes for your continued success.

Andrew H. Bates,
Andrew H. Bates Inc., Westbury, N. Y.

Mr. Jones, president of MacManus, John & Adams, in a speech before the Magazine Promotion Group, speculated on whether "too many split runs tend to reduce the prestige of the magazine in the eyes of the truly national advertiser," and on the irritant (to readers) of too many inserts in a magazine.

• • •

Typo Reduces 'Factor' Survey Figure 10%

To the Editor: I was reading Milton Moskowitz's piece in the Nov. 7 AA regarding the "Battle for Medical Ad Dollar Grows Hotter" with approval and a feeling that he was handling a difficult and confusing picture with considerable acumen, until I got to the paragraphs in which he began to discuss the statistics of our recent readership survey.

At this point, I must confess, my calm objectivity was completely shattered by the typo which hit us in a most vulnerable spot.

Somewhere along the line our survey figure of 38% receiving and reading found its way into print as 28%. Needless to say, we might have been happier if the typo had gone the other way.

Be that as it may, I would like to take the opportunity that this correction affords to point out that the accurate 38% figure needs further clarification. Based on an awareness percentage of 50%, the 38% actually means that 76% of the physicians aware of receiving *Factor* are reading it. This, for a new publication in what is accurately described as a vastly over-crowded field, is an exciting figure. It further means that *Factor* was delivering approximately 55,000 physicians as of the time of the survey (August). We are convinced that this figure by the first of the year will approach 65,000 or better in the receiving and reading category, as the awareness percentage must inevitably increase with each succeeding issue.

It may, perhaps, be ungracious of me to call attention to another "typo." In the caption beneath the reproductions of the front pages of the three publications—*Factor, Scope* and *Medical Tribune*—the last named publication was erroneously described as stressing "the emotional factor in medicine." This accurately describes *Factor's* unique and exclusive area of coverage rather than the *Tribune's*, which covers general medical news . . .

Marc Stone,
Publisher, *Factor*, New York.

OE 20 M= 500,000,000.00
"Office Executive" reaches twenty thousand decision makers whose companies spend over $500 million annually on office machines, equipment and supplies. These 20,000 men are the key executives who have the power to say "yes" or "no" to any and all office purchases within their companies. Sell them in the only magazine edited exclusively for top office administrators . . . "Office Executive". Write for sample copies and data.
OFFICE EXECUTIVE
Official Publication of the NATIONAL OFFICE MANAGEMENT ASSOC.
World Headquarters: WILLOW GROVE, PENNSYLVANIA

'You Are There' Idea a Natural for TV Sets

To the Editor: Worthy of note?

The national "pasttimes" are different! The countries are different! The companies are different—yet the layout, ideas and products are the same.

In the case of our client, Admiral, we ran a series of ads—all based on the same idea: You are there, with Admiral.

The campaign ran in Mexican newspapers and magazines in 1958-'59. The Philco campaign is obviously running in Canada—1960.

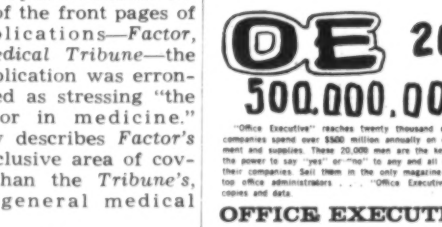
Could this idea be so obviously right for tv sets that it's a happy happenstance?

Edward J. Noble,
Noble Advertising Co., Mexico City.

AMERICA'S NEWEST CONCEPT IN RENT-A-CAR SERVICE
SAVE 40%
$5 PER 24 HOUR DAY 5¢ PER MILE
SHINY, NEW AUTOMOBILES!
BUDGET™
RENT-A-CAR

Watching expenses? Then Budget-Rent-A-Car is for you. Every BUDGET car is, clean, shiny, new and fully equipped. Choose from Falcons, Corvairs, Fords, Chevrolets, all with radio, heater, automatic transmission. You are insured against bodily injury and property damage liability by Allstate Insurance Co. No finer equipment in the rent-a-car field. The savings can mean more business calls, more miles of low BUDGET cost driving pleasure. You'll know a BUDGET RENT-A-CAR office by the fleet of shiny, new immaculately clean cars ready to serve you. ALL CREDIT CARDS HONORED!

~~30,000~~ 54,470 Happy BUDGET RENT-A-CAR users NOW. The Fastest growing rent-a-car habit in America



Rent-A-Car Services Corporation
208 S. La Salle St.

BUDGET RENT-A-CAR OFFICES IN:
CHICAGO, Phone CE 6-8975 TWX CG1-4260
LOS ANGELES, Phone OR 8-1259 TWX INGL 4316 Airport Pickup and Delivery
SAN DIEGO, Phone CY 7-3851 TWX SD 6531 Airport Pickup and Delivery
PHOENIX, Phone AL 3-2134 TWX PX-589 Airport Pickup and Delivery
NEW YORK, Phone YU 6-1830

If you live in New York you can reserve a BUDGET CAR in all BUDGET cities at this New York phone number . . .

Budget Rent-A-Car is the Exclusive Trademark of Rent-A-Car Services Corporation

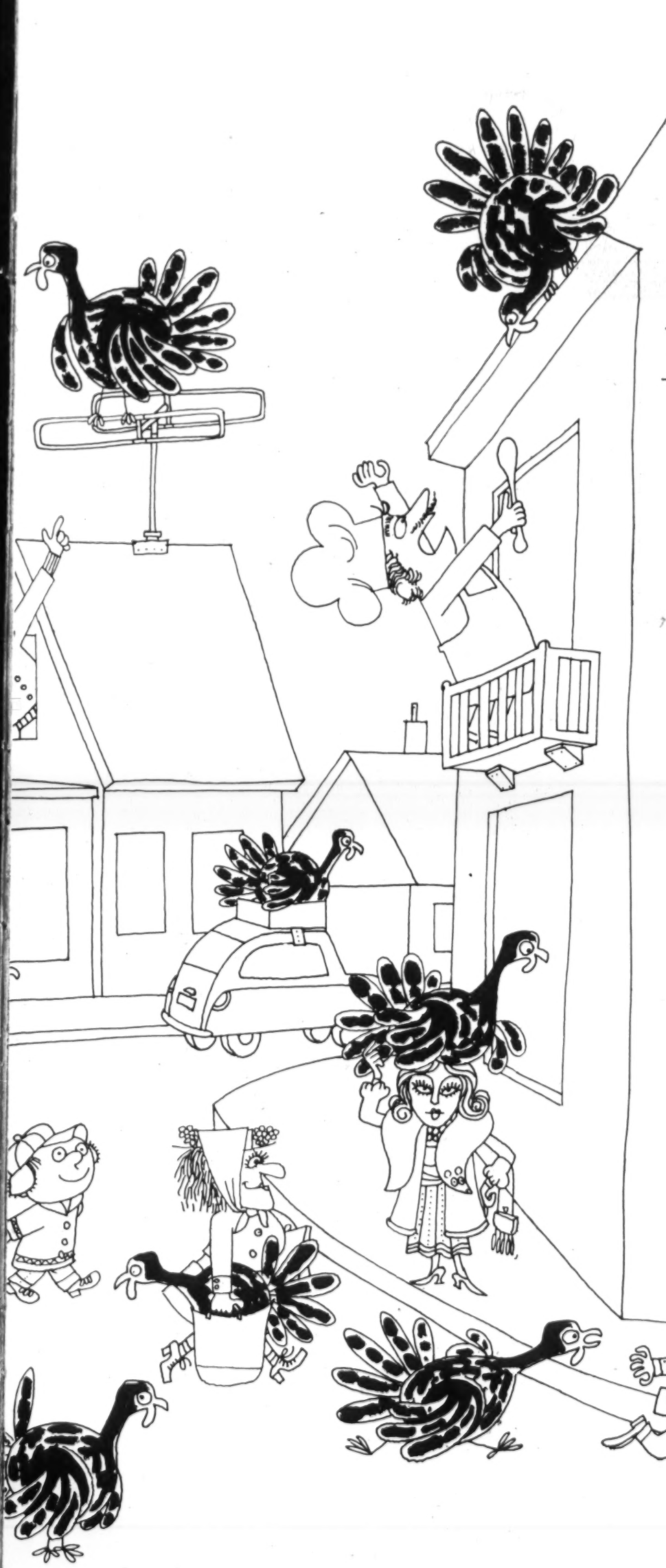
ANNOUNCING
ANOTHER BUDGET RENT-A-CAR CITY...

WELCOME PHOENIX
. . . AND ERNIE SIELAFF
BUDGET RENT-A-CAR OF ARIZONA IS LOCALLY OWNED AND LOCALLY OPERATED

BUDGET RENT-A-CAR is locally owned and operated.
Valuable Franchises Available.

WRITE: Jules W. Lederer, Pres.
Rent-A-Car Services Corporation
208 S. La Salle Street, Chicago 4, Illinois

Grocery



Media's Law:

To a seller of Thanksgiving turkeys, the pulling power of an advertising medium is equal to the number of turkeys sold.

To media men, pulling power is influenced by several interrelated factors.

The law or formula looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

$2 billion shot you can make blindfolded

Put yourself closer to the sales pin in Georgia's great $2 billion market . . . the Augusta, Columbus, Macon and Savannah trading areas. With a combined daily circulation of 266,213 and Sunday total of 227,653, the Georgia Group papers deliver the coverage and penetration you need and want. And it's one order, one bill, one check . . . and 13% savings on 10,000 lines or more. Call your local Branham man for details.

THE Georgia Group

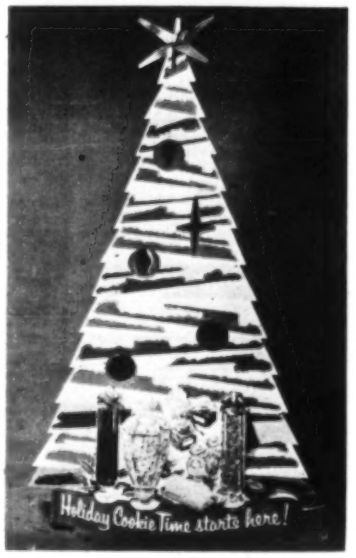
AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*
Represented nationally by THE BRANHAM COMPANY

Seabrook Names Brand Men

Seabrook Farms Co., New York, has appointed three associate brand managers. Allen Miller, who held the title on the fresh frozen line, has switched over to prepared foods, replacing Bob Parker, recently appointed Seabrook research director. Don Potter, previously with Lever Bros. Co., joined as associate brand manager on Seabrook Farms brand. John Wills, formerly with H. C. Brill Co., has joined as associate brand manager on Snow Crop., replacing Dennis Gallagher, appointed mid-Atlantic regional manager.

Wesley Adds Two Accounts

Wesley Associates, New York, has been named to handle advertising for Vernat Inc., New York, maker of de Chambre dry vermouth. Ben Bliss & Co. formerly handled the account. Wesley also has been named to handle advertising for WINS, New York, which had no previous agency.



YULE TREE—*In a joint promotion for holiday butter cookies, American Dairy Assn.; Pillsbury flour; Nestle's chocolate; and Funsten nuts will distribute this three-dimensional ceiling hanger to supermarkets via the Pillsbury sales force.*

Q: What makes Big D big?

Dallas merchants depend on The Dallas News to bring them business from both Big D and the surrounding market that accounts for 26.4% of retail volume. For national advertisers there's the extra bonus of News-influenced home-town buying in 261 Texas cities and towns where The News is home-delivered before breakfast.

Direct Mail Top Means of Pushing Business Giving

CHICAGO, Nov. 15—Direct mail is the overwhelming choice of medium as a means of promoting the sale of candy and chocolate for business gifts, according to a survey among members of the National Confectioners Assn.

Of the 49 companies cooperating in the survey, 23 said they use direct mail to promote their candy and chocolate as business gifts. Magazines were named by six companies, newspapers by four and radio and tv by two each. Twenty-two companies reported they did not use advertising to promote business giving.

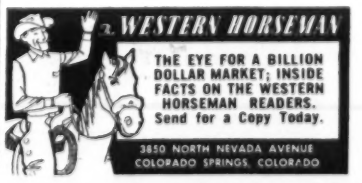
One respondent said 19% of the company's annual sales come from this source. Another company said 15% of its Christmas sales result from business gift promotion. #

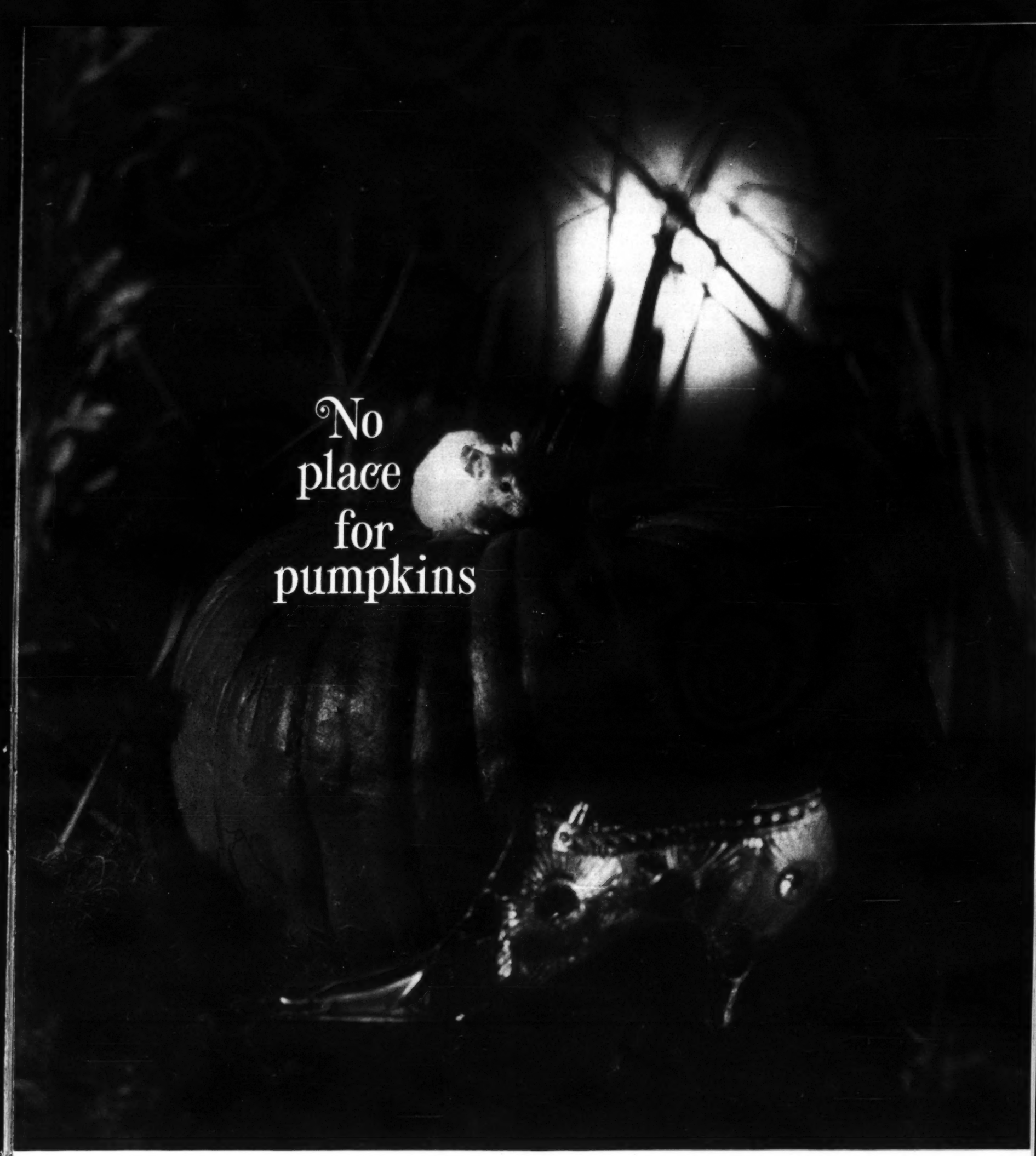
Peterson Markets Binder

The vinyl case division of Peterson Electronic Die Co., Mineola, N. Y., has introduced a vinyl loose-leaf book cover with an electronically-sealed turned-edge. The turned-edge, for which a patent is pending is considered a "major" advance, according to the company, because it eliminates the unsightly "lip" or "tear-seal" edge which has been a drawback in the use of vinyl for certain book coverings. The excess plastic "lip" has been eliminated by folding one vinyl layer around another and then sealing them to each other electronically. Peterson plans an advertising campaign in business papers to promote the new technique. Robert E. Rolnik Associates, New York, is the agency.

B-D Thermometer Advertises

Beckton, Dickinson & Co., Rutherford, N. J., has begun its first promotion of fever thermometers direct to the consumer with insertions in fall issues of *Good Housekeeping, Ladies' Home Journal* and *Parents' Magazine*. Ads stress that B-D thermometers are the "difference between doubt and certainty." Point of sale and window display material is also being used. L. W. Forhlich & Co., New York, is the agency.





There are plenty of sad little Cinderellas in television today . . . almost all of them commercials. It may be human nature to be carried away by the glamour and glitter of a network show, but don't get carried too far. . . . We at Ayer believe that the three minutes that sell the product should be among the most exciting and compelling of the program. In our book, the only *profit* vehicle is the coach and four. We have no place for pumpkins.

The commercial is the payoff. N. W. AYER & SON, INC.

'Washington Star' Boosts Price

The newsstand price of the *Washington Star* has gone from 5¢ to 10¢ daily. The *Sunday Star* remains at 20¢. It is the first increase for the *Star* since 1944.

The newsstand price of the *Washington Daily News*, a tabloid, went from 4¢ to 5¢ Oct. 1, 1956, and the *Washington Post* from 5¢ to 10¢ Jan. 6, 1958.

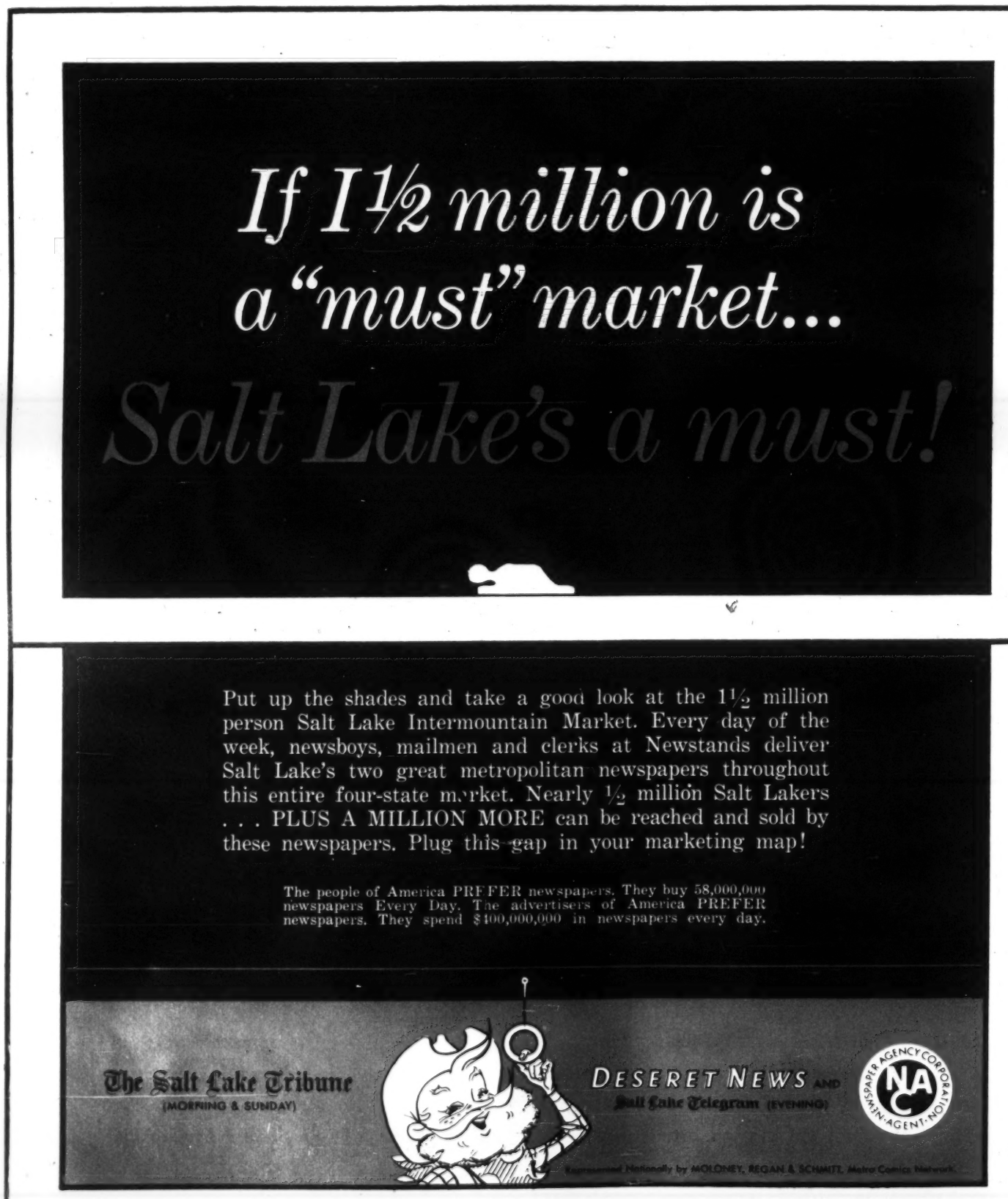
Two Join 'House Beautiful'

House Beautiful has appointed Don Hassenstein to its Chicago sales staff and Donald F. Rose to its Cleveland sales staff. Mr. Hassenstein formerly was with *Western Farm Life*. Mr. Rose was with Acme Appliance Mfg.

American Bakers to Henricks

American Bakers Assn., Chicago, has appointed William Henricks Associates, Chicago, to handle its advertising. Schnell & Associates, Chicago, formerly handled the account.

BLUE CHIPS—*For the second year, Renfield Importers, New York, will use seven consecutive color pages in the Christmas Esquire for its wines and liquors. This is the "cover" of this year's insert. Reach, McClinton & Co. is the agency.*



FM Reaches 31% of Pittsburghers, but Some Don't Know It

PITTSBURGH, Nov. 15—Although 31% of Pittsburgh homes have fm or am-fm sets, and fm broadcasts are heard in five out of every six of them, many people here still confuse fm with am or even with hi-fi or other "good music" on the air.

Some 65% of Pittsburghers are not aware of hearing fm anywhere. The remaining 4%, while not having fm, consists of families some of whose members are conscious of listening to fm broadcasts elsewhere.

C. F. Ackenheil, director of Guide-Post Research, which conducted the study, called fm ownership an "elusive thing to measure," due in part to uncertainty in people's minds about fm.

He said that all previous fm surveys made in this area by his own and other survey organizations have shown inflated fm set figures. Guide-Post, he said, has never released the results of several of these surveys because he did not consider them accurate.

■ Mr. Ackenheil found that one out of every seven persons who at first claimed receiving fm at home was "dead wrong." According to him, the respondent was usually not lying but mistaken—because of the practice of stations with am-fm simulcasts to announce their call letters as "am and fm" on their am broadcasts. #

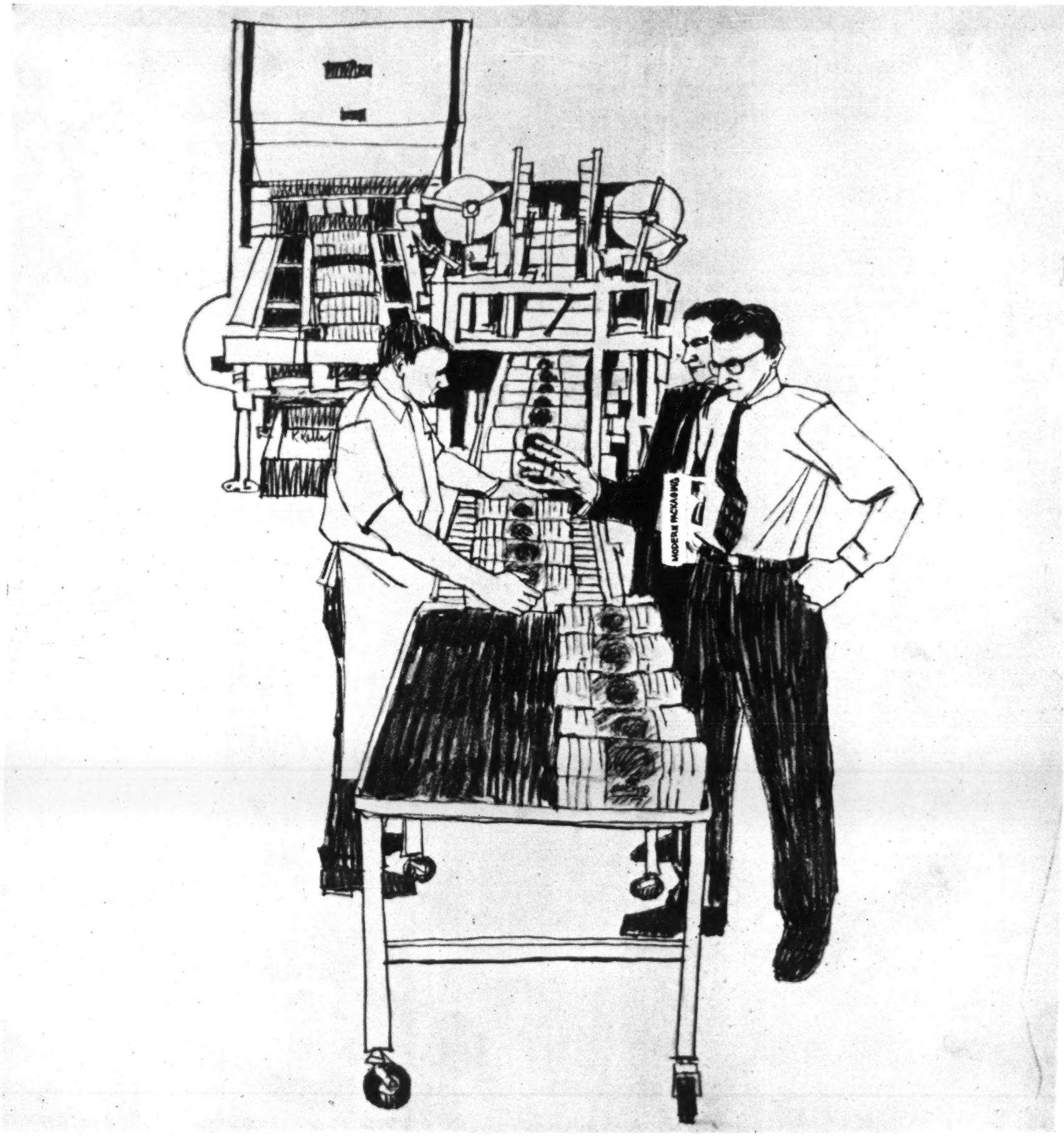
Maloney to Wool Council

Lawrence F. Maloney Jr. has been named to head the New York office of American Wool Council. Formerly director of men's wear promotion in the Wool Bureau of New York City, he will coordinate activities of the Denver-based council and eastern segments of the trade on trends in wool fashions and joint wool advertising and promotion.

Sunshine Names Gorenflo

Sunshine Biscuits Inc., Long Island City, New York, has appointed Oscar C. Gorenflo national advertising manager, a post which has been vacant for more than a year. Mr. Gorenflo was formerly with McCormick Co., Baltimore.

TRUCK SIGNS
OUR SIGN HOLDERS on your fleet of 10 or more cars or trucks mean you can tell your sales story to thousands more. Write
THE YARDER MFG. CO.
724 Phillips Ave., Toledo 12, O.
FREE PHOTO ALBUM



In the vast complex packaging market many men influence decisions.
Packaging is company-wide and *all* influences must be sold.

EVERYBODY who is ANYBODY in packaging reaches for
MODERN PACKAGING

The Complete Authority of Packaging—A Breskin Publication ABC BPA ABP

575 Madison Avenue, New York 22, N. Y.

Sales Offices in: CHICAGO, CLEVELAND, LOS ANGELES, ATLANTA, LONDON, FRANKFURT, TOKYO

YOUNG & RUBICAM—This agency has spent about $80,000 to equip its New York office with closed circuit facilities for film and live tv. A line for tape transmission from tape production companies was being installed when this story went to press. There is a live camera for testing products and auditioning actors and announcers, but there are no film cameras or tape playback facilities. Besides the audition studio shown here, there are a couple of small theaters, one for closed circuit tv, the other for film.

BENTON & BOWLES—This agency does its closed circuit within-the-agency telecasting on Channel 3. The feeds can be live, film or tape (picked up via phone lines). The experimental studio has two live tv cameras. Counterpart to the tv studio is the test recording room. Left to left, at work on an Instant Maxwell House commercial test are Gordon Webber, vp and director of broadcast commercial production; Ray Lind, vp and manager of broadcast production; Maurice Flantzman, copy group head; DeWolf Hotchkiss, tv art director, and an unidentified man with his back to the still camera.

More Agencies Operate Own TV Dry Run Facilities

Some Say They're Just 'Client Bait'; Others Find Experiments Useful

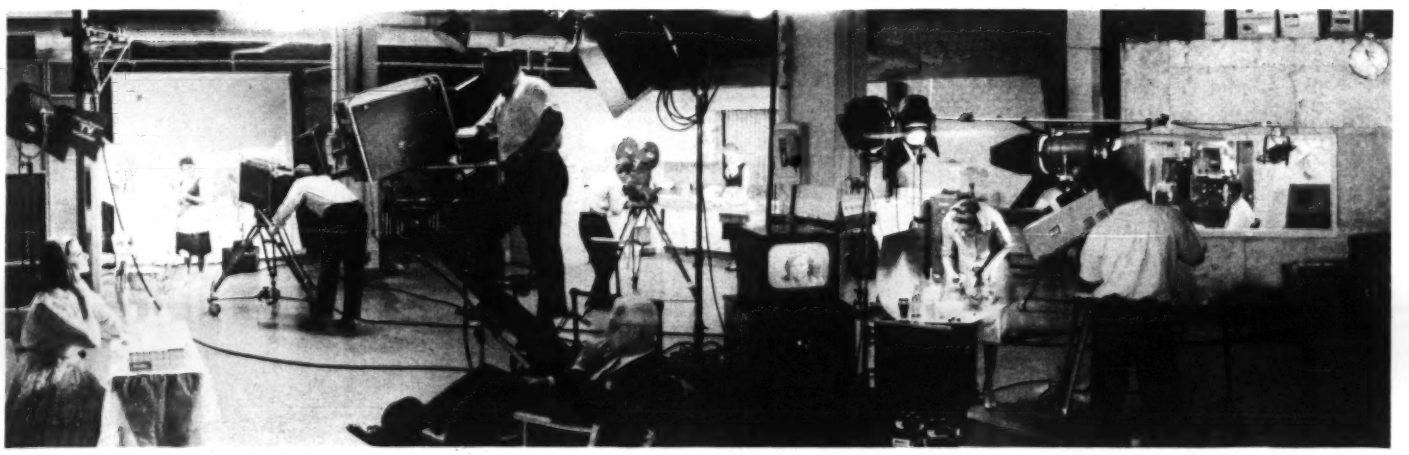
NEW YORK, Nov. 15—Nowadays when an agency man says, "Let's go to the studio," it doesn't necessarily mean he's going to call a taxi. Many agencies have opened their own workshop studios within or near the agency offices.

Are these more-or-less well equipped tv-film-radio studios that have been added to the company overhead by many broadcast-minded advertising agencies a necessary working tool, or, are they, as is sometimes whispered along Madison Ave., client bait?

Some creative men insist that an on-the-spot workshop is a very useful place for experimenting with new tv sales ideas at a price that the client can afford to pay.

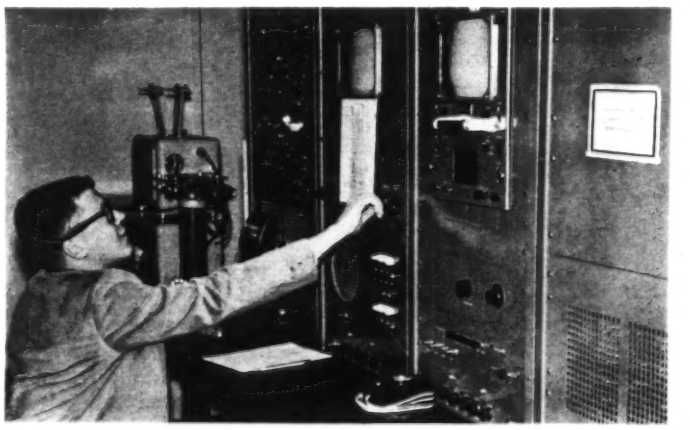
■ Others are of the opinion that exposing commercials in the rough production stages to client and/or top account group scrutiny can kill off many a good idea before it has a chance to be developed properly.

But while the argument goes on, a great many agencies have invested many thousands of dollars in tv workshop and screening facilities with the hope that it will help them do a better job with tv.



J. WALTER THOMPSON CO.—This agency maintains a spacious tv workshop, equipped with two broadcast quality b&w tv cameras, a color tv camera, two film cameras, a full sound-stage studio, a battery of lighting equipment, a permanent kitchen, lots of flats and props, animation stand and editing facilities. The workshop is joined by coaxial cable with the JWT offices and with tape facilities in the city.

N. W. AYER & SON—This agency spent about $90,000 to equip its tv-radio department. There are two "studios." One is a screening room, the other a combined broadcast studio-test kitchen, with two cameras. Both are manned by a fulltime staff of union technicians, two of whom are shown at work in the picture above, with Gil Rose, Ayer workshop head, "on camera." There is a closed circuit setup for feeding live and film telecasts to offices and conference rooms and the agency screening theater.



McCANN-ERICKSON—The 18th floor at 485 Lexington Ave. houses six studios used for various tv purposes. Studio 3 has a live camera that is employed mainly for talent auditions. A master control room and a console board make it possible to feed closed circuit telecasts of film programs or commercials or live talent auditions throughout the 14 floors occupied by McCann. There are facilities to hook directly to each of the three networks. Agency executives watched a film on closed circuit from the West Coast recently.

FCC Okays New Stations

The Federal Communications Commission has authorized Sam H. Bennion to build a tv station to operate on Channel 13 in Twin Falls, Ida. The commission also approved a new station for the Christian Broadcasting Network, Channel 27, Portsmouth, Va.; Turner-Farrar Assn., on Channel 15, Poplar Bluffs, Mo., and Translator Stations for Palm Springs, Cal., (repeating XETV, Tijuana, Mex.); Santa Rosa, N.M., and Pagosa Springs, Colo., (from KOAT-TV, Albuquerque); and Trancas, Cal. (from KRCA Los Angeles).

Ferrell Mfg. Names Barlow

Ferrell Mfg. Co., Groton, N. Y., manufacturer of Ship'N Shore boat horns, has appointed Barlow Advertising Agency, Syracuse, to handle national advertising, product publicity and corporate public relations.

Westinghouse Names Winget

M. W. Winget has been appointed to the new post of marketing manager of the elevator division of Westinghouse Electric Corp., Jersey City, N. J. Mr. Winget was formerly general service manager of the division.

Conti Adds 3 Accounts

Conti Advertising Agency, Ridgewood, N. J., has been appointed to direct advertising and promotion for Electronic Mechanics, Clifton, N. J.; Princeton Electronics Corp., Princeton, N. J.; and Temperature Engineering Corp., Riverton, N. J.

Ehrlich to 'Sales Management'

Richard M. Ehrlich, formerly with Fletcher Richards, Calkins & Holden, has joined *Sales Management*, New York, as manager of sales promotion. He succeeds Philip L. Patterson, who was named division sales manager.

DeVinny Opens Rep Office

Bob DeVinny has formed his own film and magazine representative company, DeV Co., with offices at 1736 Stockton St., San Francisco. Mr. DeVinny was formerly with KYA, San Francisco.

'SEP' Promotes Vann

The Saturday Evening Post has promoted Carl L. Vann from its trade relations staff to its Atlanta sales staff.

THE NEW YORKER creates

Copyright 1959, The New Yorker Magazine, Inc.

Offices: New York, Chicago, San Francisco, Los Angeles, Atlanta, London

Jamieson to Macfadden

Lloyd C. Jamieson, formerly with McCall Corp., has joined Macfadden Publications, New York, as assistant to the director of research.

PUBLICITY

in 2093 Cities!

Send for a copy of FEATURE Magazine, America's prime publicity medium. It reaches all editors in the 2093 largest cities of the U.S. with your feature releases. Hailed by Newsweek! Used by scores of major companies and top PR firms. On your letterhead, please.

CENTRAL FEATURE NEWS, INC.
1475 BROADWAY. LO 4-3123

Two Fashion Agencies Merge

Mathews-Latham and Maxwell-Gray, both specialists in fashion publicity and fashion advertising counseling, have merged to form Maxwell Latham Mathews Ltd., at 505 Fifth Ave., New York. The company will be represented in Italy and France by Jane Gray and in England by Eleanor Hughes.

Meyer & Behar Adds One

Secure-Ur-Trip Inc., New York, has appointed Meyer & Behar Advertising, New York, for advertising and promotion of Secure-Ur-Trip seven day accident and life highway insurance. Newspapers and magazines will be used initially.

Force to IBM

Charles R. Force, formerly with McCann-Marschalk, has joined the data processing division of International Business Machines Corp. as creative supervisor in the advertising department.

MARK TWAIN'S LATEST BOOK.

THE ADVENTURES OF HUCKLEBERRY FINN.

TOM SAWYER'S COMRADE.

EVERY LINE FRESH AND NEW.

NOT *a sentence* of this book has ever before appeared in print in any form.

ALL the illustrations are new, and were made expressly for this book at great expense.

WRITTEN IN MARK TWAIN'S OLD STYLE.

This book is simply irresistible, and is pronounced by an author OF WORLD-WIDE reputation and HIGH AUTHORITY, who has read the manuscript: "The brightest and most humorous book that Mark Twain has ever written."

A BOOK FOR THE YOUNG AND THE OLD, THE RICH AND THE POOR.

A Cure for Melancholy.—Nine-tenths of our ills are due to an over-burdened mind, an over-taxed brain, or imaginary troubles that never come. An amusing book is a panacea more agreeable than medicine and less expensive than doctors' bills.

A MINE OF HUMOR

FULL of startling incidents and hair-breadth escapes. 366 PAGES and 174 ORIGINAL ILLUSTRATIONS, NEARLY ONE HUNDRED PAGES LARGER THAN "ADVENTURES OF TOM SAWYER," *with fourteen* more illustrations, better printed and more attractively bound, yet afforded at the *same price.*

SOLD ONLY BY SUBSCRIPTION.

Price in fine cloth binding, plain edges, - - - - - $2.75
Leather Library Style, sprinkled edges, - - - - - 3.25
Half Morocco, marbled edges, - - - - - - 4.25

NOTE.—*The cloth bindings are in blue and olive green. Green will be sent unless otherwise ordered.*

PUBLISHED BY CHARLES L. WEBSTER & CO., NEW YORK CITY.

PERSONS entering their names upon the blank pages in this Prospectus will be considered as subscribers for the work.
NO MONEY IS REQUIRED UNTIL THE DELIVERY OF THE BOOK.
No obligation will rest upon any one to receive the book unless it equals, in every respect, the description given and sample shown.

Mark Twain, New Book Shows, Was Offbeat Copywriter on Ads for Own Books, Lectures

NEW YORK, Nov. 15—Examples of Mark Twain as a copywriter are shown in "Mark Twain Himself," a new pictorial volume published by Thomas Y. Crowell Co. at $10.

The book contains more than 600 pictures, among them ads for Twain's books and lectures. Milton Meltzer, editor of the volume, points out that Twain wrote all these ads himself. (Mr. Meltzer, well known pr man in the pharmaceutical field, is now vp of Editorial Projects Inc. and editor of its publication, *Pediatric Herald.*)

■ The ads show that Twain brought his irreverent sense of humor to his copywriting. Note the accompanying ad for "Huckleberry Finn," in which he touts his book as "a cure for melancholy—nine-tenths of our ills are due to an over-burdened mind, an over-taxed brain, or imaginary troubles that never come. An amusing book is a panacea more agreeable than medicine and less expensive than doctors' bills."

■ Also, the accompanying ad for a Mark Twain lecture at New York's Cooper Institute closes with: "Doors open at 7 o'clock. The Wisdom will begin to flow at 8."

In another ad, for a lecture in San Francisco, Twain said, "Orgies to commence at 8 p.m.," and he then appended this concluding statement:

"The public displays and ceremonies projected to give fitting eclat to this occasion have been unavoidably delayed until the 4th. The lecture will be delivered certainly on the 2nd, and the event will be celebrated two days afterward by a discharge of artillery on the 4th, a procession of citizens, the reading of the Declaration of Independence, and by a gorgeous display of fireworks from Russian Hill in the evening, which I have ordered at my sole expense, the cost amounting to eighty thousand dollars."

If you haven't guessed by now, the Twain lecture was scheduled for July 2.

COOPER INSTITUTE

The Sandwich Islands.

By Invitation of a large number of prominent Californians and Citizens of New York,

MARK TWAIN

WILL DELIVER A

Serio-Humorous Lecture

CONCERNING

KANAKADOM

OR,

THE SANDWICH ISLANDS,

AT

COOPER INSTITUTE,

On Monday Evening, May 6, 1867.

TICKETS FIFTY CENTS.

For Sale at Canonange & Sons, 621 Broadway, and at the Principal Hotels.

Doors open at 7 o'clock. The Wisdom will begin to flow at 8.

McGraw-Hill Boosts Two

Henry J. Carey has been named to the new title of manager of market research and circulation of *Electrical Merchandising Week*, published by McGraw-Hill Publishing Co., New York. At the same time Bob Tucker has been named director of creative marketing for the trade publication, succeeding Wayne Smith, who becomes editor of a new McGraw-Hill annual, *Home Goods Data Book & Buyer's Guide*. Mr. Carey and Mr. Tucker formerly were assigned to other McGraw-Hill publications.

Lowenstein Boosts Deerson

Charles Deerson, sales manager of the Pacific Mills Fabrics, Dept. 91, a division of M. Lowenstein & Sons, New York, has been appointed merchandising head of the department. The department produces synthetics and blended fabrics for the women's and children's trades.

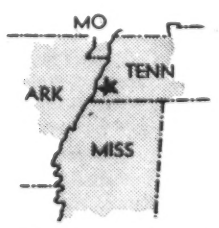
SELL YOUR CLIENTS PUBLICITY!
WE'LL DO IT FOR YOU!
Your Client Pays Only For Results . . . No Fees Or Retainer.
MORRIS L. ROTH PUBLIC RELATIONS
510 No. Dearborn, Chicago
WHitehall 4-6998

* The Memphis Metro Market plus 75 other counties! That's right—a TOTAL MARKET with a population of over 2,500,000 having an annual Consumer Spendable Income of $2,917,353,000.

This TOTAL MEMPHIS market ranks among the top 15 markets in the Nation. Memphis Newspapers belong near the top of your media list.

Write For All The Memphis Facts

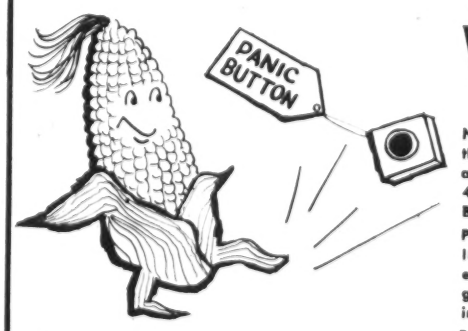
TOTAL Memphis Market over 2,500,000 population



The Dominant Dailies in the Mid-South

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS HOWARD NEWSPAPERS

Bloomington-Normal, Illinois



- 178,000 prosperous people
- Income 20% above national average
- Balanced industry, agriculture, education
- 233 million dollars a year retail market

The Main Street Without a Panic Button

Illinois' Richest Counties

No panic here. A single advertising medium completely blankets this golden, seven county test market . . . THE PANTAGRAPH . . . a "hometown" newspaper that merits the attention of more than 40,000 families in the 79½ mile wide "main street" of the Bloomington-Normal area.

PANTAGRAPH land is smack in the middle of the golden central Illinois corn belt. 178,000 prosperous people maintain a surprisingly even balance between industry, agriculture, education and general good living. Each year they spend over 233 million dollars from incomes that are 20% above the national average.

R.O.P. Spot Color — plus Full Color (black and 1, 2, or 3 colors available Daily and Sunday)

Bloomington-Normal, Illinois
PANTAGRAPH
Represented by: Ward-Griffith Co., Inc.

PROGRESS REPORT No. 209

November 9, 1960

SCIENTIFIC AMERICAN

THE MAGAZINE READ BY TECHNICAL MANAGEMENT

NOBEL PRIZE AUTHORS

All four Nobel Prizes in science this year went to scientists who have written for SCIENTIFIC AMERICAN about the work for which each received his prize.

The 1960 Nobel Prize in Physics went to Donald A. Glaser, now at the University of California, Berkeley, for his invention of the bubble chamber, an instrument for detecting nuclear particles, as reported in his article "The Bubble Chamber," SCIENTIFIC AMERICAN, February, 1955.

The 1960 Nobel Prize in Chemistry went to Willard F. Libby, now at the University of California at Los Angeles, for his work in the application of the constants of radioactive decay to the measurement of geological time, as reported in his article "Tritium in Nature," SCIENTIFIC AMERICAN, April, 1954.

The 1960 Nobel Prize for Physiology and Medicine went to Sir Macfarlane Burnet of Australia and P. B. Medawar of England for "the discovery of acquired immunological tolerance." Burnet received his prize for his theoretical contribution to this discovery, as reported in his article "How Antibodies Are Made," SCIENTIFIC AMERICAN, November, 1954. Medawar received his prize for his experimental confirmation of Burnet's theory, as reported in his article "Skin Transplants," SCIENTIFIC AMERICAN, April, 1957.

The 1960 Prizes bring to a total of 23 the number of SCIENTIFIC AMERICAN authors who received this distinguished award.

Sincerely,

Martin M. Davidson

Martin M. Davidson
Advertising Manager

United Spot Moves in L. A.

United Spot Sales has moved its Los Angeles office to 6362 Hollywood Blvd.

SWINGLES. CUSTOM MADE ONLY $68 U.S. only
the JINGLE MILL
*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.
SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.
Put this record to work for you. Write, wire or call.
THE JINGLE MILL
143 W. 51st St., N.Y. 19, N.Y. • Plaza 7-5730

TOP GOLFER—*The trophy for low net at the recent tournament put on by the Advertising Golf Assn. of Washington is presented to Jack Ehrig (right), Kraft, Smith & Ehrig, Seattle, by Jack Ballard, Scandinavian Airlines. The trophy is Mr. Ehrig's for one year.*

The WCCO Television coverage encompasses 68 prosperous Minnesota and Wisconsin counties. The metropolitan Twin Cities area...Minneapolis and St. Paul . . . accounts for only five of these counties.

The other 63 counties deliver MORE.
*Over half of the population
*Over half of the effective buying income

THE DIFFERENCE BETWEEN GOOD AND GREAT IN MINNEAPOLIS-ST. PAUL TELEVISION is WCCO Television's dominance of, not only the five metropolitan counties, but the other 63, too.

For further details call
Peters, Griffin, Woodward, Inc.

*Sales Management's 1960 Buying Power

'American Metal Market' Changing to Tabloid

American Metal Market, New York, will change from standard newspaper to tabloid format on Jan. 2, 1961. Rates, currently based on $813.40 a b&w page, will be based on $490 a page.

The daily polled its 13,000 subscribers, who came out 4-1 in favor of the change. So far two pilot issues have been published, with three more scheduled by the end of the year.

Monk Names Hartman; Adds Valspar Corp. Account

David E. Hartman has joined Howard H. Monk & Associates, Rockford, Ill., as an account executive. Mr. Hartman was formerly advertising and sales promotion manager of Gerber Plumbing Fixtures Corp., Chicago.

Valspar Corp., Rockford, Ill., manufacturer of varnishes and paints, has appointed Monk to handle its advertising.

Ziegler, Lesser to Del Wood

William Ziegler Jr. and Roland Lesser have joined the New York office of Del Wood Associates as account executive and media research manager, respectively, for Real-Kill products. Mr. Ziegler was formerly with J. Walter Thompson Co. Mr. Lesser was advertising manager for Longines-Wittnauer watches.

Harrison-Shea Adds Account

National Donut Shops, Detroit, has appointed Harrison-Shea Advertising, Detroit, to handle its advertising. Operating under the name Jolly Roger Donut Shops, National's installations operate on the East Coast, in the Midwest and in Texas.

Coming Conventions

*Indicates first listing in this column.

Nov. 21-22. National Assn. of Broadcasters, fall conference, Edgewater Beach Hotel, Chicago.

Nov. 28-29. National Assn. of Broadcasters, fall conference, Biltmore Hotel, New York.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

Dec. 28-30. American Marketing Assn., winter conference, Coronado Hotel, St. Louis.

Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 26, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

Feb. 1, 1961. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

Feb. 14-15, 1961. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

Feb. 16, 1961. Business Publications Audit, annual meeting, Hotel Biltmore, New York.

Feb. 24-25, 1961. Newspaper Advertising Executives Assn. of the Carolinas, winter meeting, Hotel Francis Marion, Charleston, S. C.

March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21, 1961. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 21-22, 1961. Advertising Federation of America, 9th District convention. Savery Hotel, Des Moines, Ia.

May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 28-31, 1961. Advertising Federation of America, annual convention, Park Sheraton Hotel, Washington, D. C.

*June 11-14, 1961. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Ted Bates Names Three

Arnold Smoller and Donald M. Zuckert have been appointed account executives on the Wallace Laboratories account at Ted Bates & Co., New York. Mr. Smoller formerly was product manager with the Thayer Laboratory division of Revlon. Mr. Zuckert has been assistant to the director of medical research at Bates. Bates also has transferred Charles D. Dunkin, vp in charge of client research since 1956, to the Colgate-Palmolive Co. account group as vp and account executive on Colgate dental cream.

THREE WAYS—*Brown-Forman Distillers Corp., Louisville, will describe three ways to give Old Forester Kentucky bourbons in newspaper ads scheduled during November. Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency.*

Shulton Sets Heavy Drive

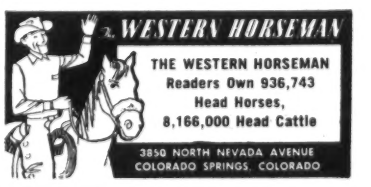
Christmas advertising for Shulton Inc., New York, includes four-color pages and spreads in eight magazines, five Sunday supplements, 1,300-line newspaper ads in top markets, spot radio in major markets and a heavy concentration of television spots between Thanksgiving and Christmas, plus the "Shulton Holiday Playhouse," five half-hour shows to run on 85 stations beginning the week of Nov. 20. Wesley Associates, New York, is the agency.

'Free Press' Revises Rate

The *London Free Press*, London, Ont., will revise its general ad rate to 36¢ per agate line, effective Jan. 1, 1961. At the same time, color rates will be revised as follows: for black and one color, $100; two colors, $175, and three colors, $250. Formerly, general rate was 34¢ and color, $90, $150 and $200, respectively.

Barker Joins 'Times' International Edition

Richard B. Barker, formerly with Pyrofax Corp., New York, has joined the *New York Times* as promotion manager of its international edition, Paris.



"South Bend's Your Best Bet!"

Young man — put the odds in your favor by picking the South Bend market. This Metro Area alone has a household income of $7553, highest in Indiana! Include the other 14 counties of the South Bend market, and it parleys into $1.7 billion in buying power. South Bend's a winner, going away.

And here's how to pick the daily double. Let WSBT-TV carry your product colors. This station has the inside track into the market's TV homes . . . year after year gets over 45% share of sets in use . . . currently carries 35 of the top 50 locally-favored programs. Top-rated CBS shows and local programs keep WSBT-TV in the winner's circle!

Want the latest scoop? Call your Raymer man. He'll trot right over.

WSBT-TV CBS TELEVISION NETWORK
SOUTH BEND, INDIANA Channel 22
Ask Paul H. Raymer, National Representative.

It's New! It's Revolutionary!

The Houston Chronicle Now Offers Both FREQUENCY LINAGE and BULK LINAGE DISCOUNT CONTRACTS

UP TO 20% Discounts

ON ALL GENERAL ADVERTISING

FREQUENCY LINAGE CONTRACT DISCOUNTS

The discount for the frequency linage contract also applies to color premiums.

Size of Advertisement	Discount 5 Times In 12 Months	Discount 10 Times In 12 Months	Discount 20 Times In 12 Months	Discount 30 Times In 12 Months	Discount 40 Times In 12 Months	Discount 50 Times In 12 Months
100- 299 Lines	1%	2%	4%	6%	8%	10%
300- 599 Lines	2%	4%	6%	8%	10%	12%
600- 999 Lines	3%	6%	8%	10%	12%	14%
1000-1499 Lines	4%	7%	10%	12%	14%	16%
1500-2399 Lines	5%	8%	12%	14%	16%	18%
2400 Lines (Full Page)	7%	10%	14%	16%	18%	20%

BULK LINAGE CONTRACT DISCOUNTS

Discounts for bulk linage contract also apply to color premiums.

Linage	Discount	Line Rate	
		Daily	Sunday
2,400 Lines In 12 Months	1%	.644	.663
5,000 Lines In 12 Months	3%	.63	.65
10,000 Lines In 12 Months	5%	.618	.637
25,000 Lines In 12 Months	8%	.598	.616
50,000 Lines In 12 Months	10%	.585	.603

In Houston, The Chronicle

Reaches More People
Carries More Advertising
Sells More Merchandise

. . . AND NOW OFFERS ADVERTISERS EXTRA SAVINGS, TOO

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Chronicle is a MUST Buy!
The Branham Company — National Representatives

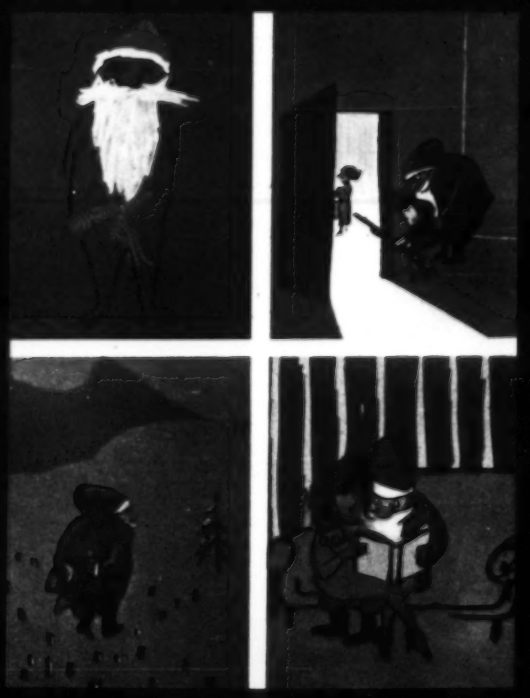
Geste Cordial—The Last Word in Christmas Hospitality

Highlights of a Golden Decade - Bannister's Four-Minute Mile'

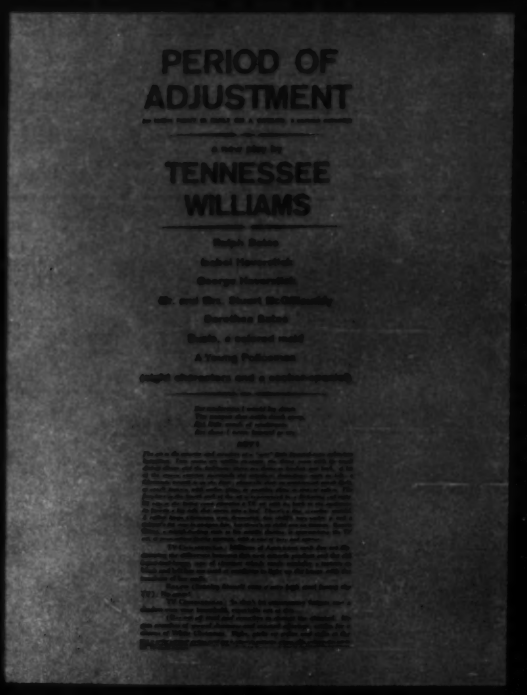
A Gift Trip Through the Christmastide

Fashion's Many Things to Please the Man

Tomi Ungerer vs. Santa Claus



A Premiere in Print



FITTING CLIMAX TO ESQUIRE'S GREATEST YEAR

Excitement fills the pages of ESQUIRE's Christmas 1960 Issue... a special festive excitement that tops off the greatest year in ESQUIRE's history (in advertising—in circulation) in true holiday style.

ESQUIRE's readers in December recapture the thrills of a golden decade of sports in brilliant paintings by **Daniel Schwartz**... celebrate an unusual Christmas in Africa with **Isak Dinesen**... investigate "The New York Actors' Private World" with **Leonard Lyons** as guide... take a "Gift Trip Through the Christmastide" in America's most lavish assembly of fine gifts... take a long look at "The Decline of the East" by **Arthur Koestler**... and frost the holiday cake with the new play by **Tennessee Williams.**

Pretty rich fare for the reader, but that's just the half of it. ESQUIRE's gala December issue also includes personality sketches of Alger Hiss and Roy Cohn... **Budd Schulberg's** memories of Sinclair Lewis... **John Groth** etchings of Vienna's famed Lipizzaner horses in action... a famous racing driver's personal choice of America's all-time great automobiles... and "The Spoof Book," a very special satirical supplement for adults.

Best of all from the reader's view, this extraordinary diversity and excitement... that cannot be matched by any single-interest magazine... are part of every issue of ESQUIRE, all year long.

This is the kind of excitement that brings response, driving up ESQUIRE's circulation to an all time high of over 865,000.

And it's the kind of excitement that makes advertisers respond. They know how excitement sells. The result: advertising pages in ESQUIRE have increased by leaps and bounds the past few years... up 94 pages this year alone.

What about next year? More of the same. More of the extra excitement that makes readers respond and advertisers rejoice. More for everyone in ESQUIRE.

AUTHORITY IN A MAN'S WORLD

'60

BY FAR THE...

HIGHEST CIRCULATION

OF ALL PRINT MEDIA (English or French) in

QUEBEC PROVINCE*

AND THE

LARGEST DISPLAY VOLUME

OF ALL

NEWSPAPERS in CANADA

U.S. Representatives: De Clerque-Shannon, Inc.

LA PRESSE

The 2nd Highest Circulation of all Canadian Daily Newspapers (First: Toronto Daily Star)

Advertising Age

Canadian Market Issue

THE NATIONAL NEWSPAPER OF MARKETING

GNP Off 1.5% . . .

Recession Signs Hit Canada, but Spirit Is High

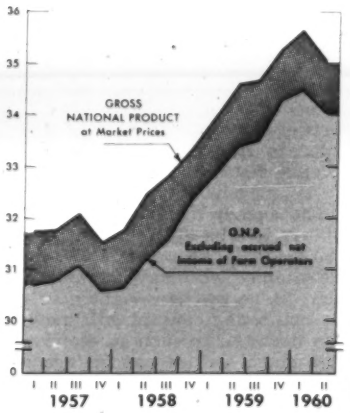
Second Quarter Sees Dip in Employment, Profits, Farm Income

TORONTO, Nov. 16—At this time last year, Canada was in the middle of a moderate boom. It began 1960 in what the economists called "a generally encouraging position." But now the picture has deteriorated into something of a recession.

The gross national product, which was on the rise in the first quarter, flattened out and slumped somewhat in the second; the number of unemployed was up; imports were outrunning exports; corporation profits were down; business failures were increasing; there was a slide in capital spending; farm income was off.

Gross National Product Dips in Second Quarter

(Billions of Dollars)



CANADIAN DROP—*Canada's GNP fell in the second quarter, following the slowdown in the rate of advance in the first quarter. Source: Dominion Bureau of Statistics.*

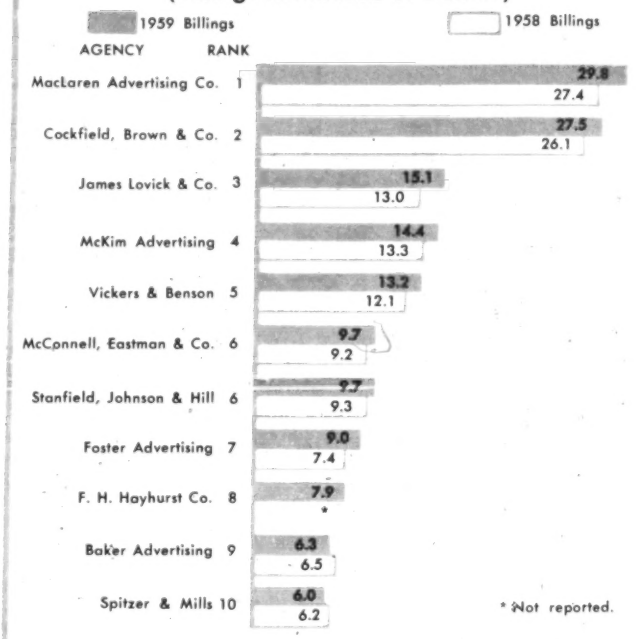
■ The decline in the gross national product—down about 1.5%, to an annual rate of $35 billion—was attributed by the government largely to a drop of 8% in exports of goods and services; reduced domestic demand created by lowered spending on new housing, industrial plant and equipment; and a $300,000,000 contraction in business inventories. The GNP drop, significantly, was the first since early in 1957.

According to the Dominion Bureau of Statistics, "the decline of 11% in seasonally adjusted corporation profits in the second quarter was one of the sharpest on record. Manufacturing profits declined by 11%, associated with a drop of 3% in manufacturing production. Declines of over 20% occurred in iron and steel products, electrical apparatus and supplies and wood products, with smaller losses in chemicals, textiles and

(Continued on Page 94)

Canada's Top Ten Agencies, 1959

(Billings in Millions of Dollars)



List excludes U. S.-based agencies billing $6,000,000 or more: McCann-Erickson, $6.0; Young & Rubicam, $10.0, and J. Walter Thompson Co., $11.0.

'They're Only Here as a Tax Dodge' . . .

Canadian Admen Bemoan Influx of U.S. Agencies, Feel Pinch

U. S. Agencies Now Bill $75,000,000; Standards Raised by Competition

By Ian Murray

TORONTO, Nov. 16—Canadian agency men are becoming more hostile to the 20-odd U.S.-controlled shops that are actively seeking new business here.

While some are more vocal than others in demonstrating their animosity, a survey showed that none of those questioned had anything flattering to say about competition from south of the border.

U.S. agencies have been doing business in Canada for more than 25 years, but it is only since World

(Continued on Page 78)

'So Many New Products' . . .

Canadian Agency Men See Billings Up 2.5%

But Minority Talk of Recession, Expect Ad Lag in Some Areas

By James V. O'Gara

TORONTO, Nov. 17—Canadian advertisers, agency and media men seem almost unanimously optimistic in the face of multiplying reports that would indicate the economy is having trouble and may be headed into a recession.

As witness:

• One highly-placed advertiser executive—whose prognostications for AA have held up well in the past—said he regarded the current signs of recession as "temporary phenomena." He saw advertising budgets for 1961 at least holding even with those of this year, "and '60 budgets are currently running 2% or 3% ahead of last year."

• A top agency boss confirmed that 1960 budgets were indeed "holding up." At worst, he thought there might be a 1% decline. As for 1961, he said confidently, "Total advertising will be up; I can see nothing that will make the agency business plummet."

• A pivotal publisher predicted magazines will gain linage and circulation. He scotched pessimistic economic reports with the comment, "How can we help but get more advertising when manufacturers are coming out with so many new products?"

• A head of a growing industrial advertising agency ventured that ad volume in his field in 1961 "should be 10%, maybe 15% better than this year."

■ On the other side of the fence was the leading agency exec who declared flatly: "There is not much doubt that we are in a recession right now; agencies have been hit by it. I expect Canadian agency billings to be off anywhere from 5% to 10% this year."

But the pessimistic outlook was decidedly in the minority when AA talked with advertising men and others in Toronto, Ottawa and Montreal. The evidence seemed to indicate that, when all returns are in, it will be found that Canadian agencies billed about 2.5% better in 1960 than last year. Commissionable billings of 122 agencies in 1959 amounted to $245,145,919—a gain of 6.9% over 1958's total of $237,654,038.

Moreover, 1960 estimates on net advertising of Canada's print media—made by the Maclean-Hunter research department—indicate that these media will ring up a total of $278,000,000. This figure would be nearly 2.5% better than the estimated 1959 performance of $270,000,000.

■ As the chart on Page 94 shows, newspapers, magazines, business publications, telephone and city directories, and religious and other publications, all stand to make gains this year. Only farm publications are expected to be off, by $250,000.

Magazines, believed to be reaching $20,800,000 this year, were already at the $18,150,000 level at the end of October. This represented a gain of $1,690,000 over the ten-month total for 1959. Newspapers, accounting for some 70% of all print media revenues, will go to an estimated $195,000,000 this year—more than $2,000,000 ahead of the '59 total.

■ What of 1961? A magazine official summed up the coming year

(Continued on Page 74)

Estimated Advertising Expenditures in Canada, 1946-60

(000 Omitted)

	Net Advg. Revenue, Periodicals	(Time-Talent-Production) Gross Adv. Expenditure Radio	Television	Net Advg. Revenue, Outdoor	Direct Mail Postage	Direct Mail Printed Material	Imported Advertising Matter	Agency Commission (Excluding Radio & TV)	Total
1946	$ 70,000	$14,000	$ ——	$ 7,000	$ 4,700	$ 24,265	$1,887	$ 7,000	$128,852
1947	86,991	15,096	——	8,300	5,500	30,480	2,312	8,497	157,176
1948	100,035	18,215	——	10,000	6,200	36,663	3,181	9,642	183,916
1949	117,853	20,130	——	11,400	7,100	41,036	3,866	11,403	212,788
1950	127,491	22,818	——	12,900	8,000	46,060	4,507	12,118	233,894
1951	140,733	27,572	——	14,200	8,800	49,868	4,633	13,418	259,224
1952	157,049	31,487	200	15,500	9,500	55,740	5,143	15,035	289,654
1953	180,824	35,647	4,000	16,660	10,300	60,609	6,507	17,527	332,014
1954	194,622	35,279	11,400	17,607	11,100	65,488	7,089	18,375	360,960
1955	212,474	37,500	31,500	18,600	12,100	72,118	7,528	19,746	411,566
1956	240,097	43,859	51,500	19,600	13,000	78,320	7,930	22,261	476,567
1957	249,575	51,000	60,000	20,500	13,870	83,561	8,166	23,879	510,551
1958	259,600	65,000	71,000	21,500	14,600	89,000	8,695	24,193	553,598
1959	270,000	67,300	80,000	22,400	15,500	95,000	9,000	25,500	585,000
1960	278,000	72,000	90,000	23,300	16,400	100,000	9,500	26,600	615,800

Source: Maclean-Hunter research department.

TORONTO
is
TOPS
is
TELY
the

CANADA'S FASTEST GROWING NEWSPAPER...

TOPS IN GENERAL ADVERTISING
WITH 3,285,679 LINES OF GENERAL ADVERTISING FOR THE FIRST NINE MONTHS OF 1960.
THE TELY IS TOPS IN TORONTO.*

TOPS IN AUTOMOTIVE ADVERTISING
WITH 1,441,232 LINES OF AUTOMOTIVE ADVERTISING FOR THE FIRST NINE MONTHS OF 1960.
THE TELY IS TOPS IN TORONTO.*

TOPS IN GENERAL GROCERIES
WITH 917,846 LINES OF GENERAL GROCERIES ADVERTISING FOR THE FIRST NINE MONTHS OF 1960.
THE TELY IS TOPS IN TORONTO.*

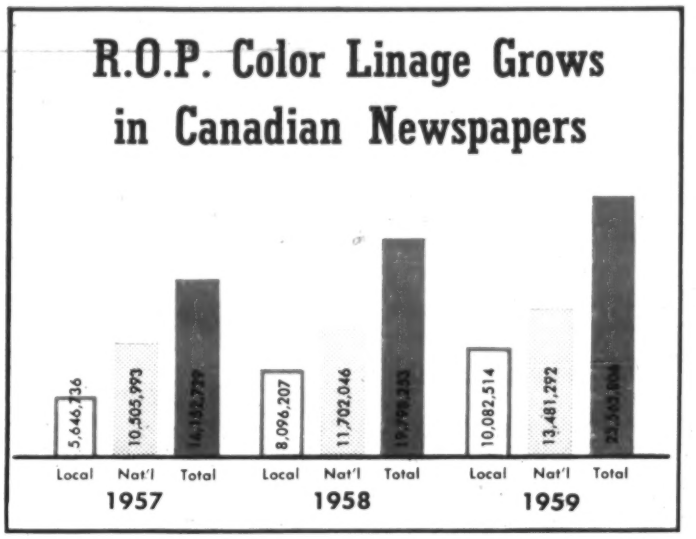
TOPS IN DEPARTMENT STORES
WITH 3,775,062 LINES OF DEPARTMENT STORE ADVERTISING FOR THE FIRST NINE MONTHS OF 1960.
THE TELY IS TOPS IN TORONTO.*

TOPS IN CIRCULATION INCREASE
WITH A DAILY INCREASE OF 8,487
THE TELY IS TOPS IN TORONTO.**

* Media Records Inc., Sept., 1960
** ABC Publishers' Statements For Six Months Ending Sept. 30, 1959, and March 31, 1960.

THE TELEGRAM
Daily plus Weekend
Toronto, Canada

John B. Stark, Director of Advertising
Montreal: Lorne Main, 938 Dominion Square Bldg.
U.S.A.: O'Mara & Ormsbee, Inc., 342 Madison Ave., New York
England: D. A. Goodall, 4 Old Burlington Street, London, W.1.
Florida: McAskill, Herman & Daley, Inc., 4014 Chase Ave., Miami Beach 40
New England: Tom McGill, 110 Bellevue St., West Roxbury, Mass.



COLOR RISE—*In 1959 r.o.p. color linage in Canada increased 19% over 1958. The number of national r.o.p. ads was 11,484 in 1959, as against 9,759 in 1958. Local r.o.p. ads totaled 5,017, compared with 4,056 in 1958. R.o.p. linage in the first half of 1960 rose 2% over the previous first half, totaling 11,500,000 lines, the Canadian Daily Newspaper Publishers Assn. reported.*

Canadian Billings . . .

for his medium like this:

"Food advertising will be up, what with more companies, more new products and increasing aggressiveness in merchandising. Cosmetic and proprietary advertising will advance, as will fibers and textiles. Appliances will go ahead, at least in our medium; they'll get back to more consistent image-building and cut down on the wheeling-and-dealing.

"Automotive is probably the biggest question mark for us, but there should be a pretty fair amount of advertising around; it used to be that Canada had three auto companies putting out 13 cars, today there are 15 companies turning out 40 models.

"The soap business can, I think, be expected to put in a good year in magazines, but home furnishings will probably be down slightly. And I anticipate a decline in alcoholic beverage linage in magazines, but that industry will likely increase its total expenditures in all other media."

■ An agency official told AA he thought the change in Ontario liquor advertising regulations "might hurt magazines because radio and television will be able to take alcoholic beverage commercials, and besides, there is a growing number of broadcasting stations."

One advertiser—who dealt in futures not so specifically as the magazine man—indicated nevertheless that he anticipated a good 1961. He said people on the advertiser side were aware that some economists were talking about the probability of a severe recession in 1962, "with it getting a toehold in '61." These economists, he added, were "certainly not talking about any inventory re-adjustment," but it was nonetheless his view that the situation "won't be at all that bad."

He said he anticipated a slight decline in national income and in the country's gross national product next year, as well as continued vexations with the unemployment problem.

■ "But no major advertiser I know of has cut back his appropriation for the final quarter of this year," he went on. "There is some 'skimming' in what advertisers are buying, however. For example, they are tending to consolidate their television shows and to look hard at full versus co-sponsorship. It boils down to an attempt to make more effective use of their budget dollars than last year."

Basically, the optimism of this advertiser—who, incidentally, controls a fairly substantial budget—seemed to be predicated on the conviction (not universally held) that "advertisers will not be so quick as they once were to cut down on their promotional dollars in the face of a recession." In his view, "they have a far greater understanding" today of the need for continued promotional investment in the face of adverse economic factors.

Taking the opposite view was a top-agency executive who said flatly that advertisers have learned no such thing. He said two of his own accounts had sliced their budgets recently, just at the time of year when, in his opinion, they should have been boosting them. "If times get tough, advertisers will still curtail or kill their appropriations," he said. At the moment, he continued, some advertisers have already cut back in order to make their annual net revenue figure more robust.

■ The agency man who said 1960 billings will be off anywhere from 5% to 10%, also held that in a recessionist economy—"which is what we've got here right now"—the marketing concept will inevitably decline. "In such an economy, how much service can an agency give for 15%?" he asked. He said several of his shop's most important clients had already instructed the agency to concentrate on creative activities and "leave the marketing to us."

Another agency man, who expected "lots of movement in accounts" in 1961, said he was convinced there will be only a "slight" recession next year. "All it means," he added, "is that we'll have to sell harder." He expressed the conviction that "the future will be quite good for good agencies and bad for shops which can't afford to have clients take a really hard look at them."

"The zigs have so far taken care of the zags" in the economic picture, said the head of a leading agency, "and I expect total advertising will be up in 1961. It will be a natural growth; the population is still increasing, and manufacturers are still becoming aware of brash young competitors who are making use of advertising and merchandising."

■ Recessionist-thinking, said another adman, has led advertisers to a continuing examination of their promotional plans and budgets. One of his accounts, he said, had made six revisions, with the size of the appropriation being whittled a bit each go-round. This, and the ensuing delays, have re-

(Continued on Page 76)

$2¼ MILLION DOCUMENTED SALES FOR AN ADVERTISING EXPENDITURE OF $4300

In all successful advertising there must be a message of public interest . . . a suggested advantage to the reader that will promote a favorable reaction.

Daily newspapers provide an interested audience for advertisers . . . at the lowest advertising cost of any medium.

An interested audience **plus** low-cost coverage makes daily newspaper advertising the cheapest and most effective form of advertising.

Recently a member of the CAAA* placed an advertisement for a large financial institution in CDNPA member newspapers at a cost of $4300.

This specific advertisement contained a coupon and invited interested newspaper readers to fill in such coupon **and send an accompanying cheque** subscribing to the securities being advertised.

The advertisement in question **produced coupons with cheques attached, with an approximate value of $2¼ million.**

CANADIAN DAILY NEWSPAPER PUBLISHERS ASSOCIATION

55 University Ave., Toronto 1, I. H. Macdonald, General Manager

**These facts are vouched for by the Canadian Association of Advertising Agencies*

sulted in "agencies working harder for less than in any prior year."

But this agency man still anticipated an over-all gain in ad volume in 1961. "Most of it in the industrial field," he explained, "will be going into merchandising and other promotion, so there will be a very beady-eyed process going on in space-buying."

■ Aside from the usual griping about profits, Canadian agency managements are beset this year with several other problems. Two of these—the "invasion" by U.S. shops and the training and upgrading of personnel—are covered in other stories in this section of AA. A third problem involves, as one informant put it, "the difficulty in making the transition from old managements to new ones."

In a number of agencies, it developed, there are large groups of younger men perching on second-level roosts, and anxiously eying a small group of senior men on the top flight. "The problem is that the younger men can't seem to find the money available so they can buy the elders out of the agencies. Some of the older management people apparently are willing to be bought out, but if the money isn't there they are going to hang on and on." The situation makes for uneasiness, unrest and smaller profits.

LOVE THAT DOVE—*Three-page gatefold in four colors appears in French-language edition of Chatelaine this month. Chatelaine, a women's monthly, went bi-lingual with its October issue.*

Nevertheless, gross revenue on the total billings of Canadian agencies ($254,145,919) amounted to $41,126,958 last year, up 8% over $38,073,427 in 1958. And net revenue in 1959 (before income taxes) increased by 7.1% to $2,903,108. This figure represented the same proportion of gross revenue—7.1%—as in 1958.

The majority of agencies, 89 in all, boosted their average net from 1958's $33,232 to $37,887 last year. But 33 agencies—with combined billings of $39,764,062—showed losses for the year averaging $14,206 per agency, as compared with an average loss of $12,668 in 1958.

■ Figures reported to the Dominion Bureau of Statistics indicated that of total billings reported by the 122 agencies, $250,080,021 went to publications, tv, radio and other media, while the remaining $4,065,898 went into market surveys, other research and fees. Distribution of commissionable billings by type of medium was as follows (1958 percentages in parentheses): publications, 47.8% (49.3%); television, 21.3% (20.5%); other visual, 4.8% (4.7%); radio, 10.6% (10.5%); production, art, printing, etc., 14.7% (14.4%); other, 0.8% (0.6%).

While publications' share of agency billings was off slightly, percentage-wise, the medium increased its dollar volume from $122,563,440 in 1958 to $124,293,938 last year. Television, which wound up 1958 with 20.5% of the billings, or $47,926,787, improved both its percentage and its dollar position, registering an advance from $47,926,787 in 1958 to $54,133,080 in '59. Last year's figure was better than the industry's own prediction for the year, which was "about $53,000,000." Radio, meanwhile, moved from $24,953,673 in 1958 to $26,939,467 last year.

The annual report of the Canadian Broadcasting Corp.—covering the year ended March 31, 1960—showed its gross commercial revenues up better than 18%—moving from $32,270,434 in 1959 to $38,162,337 this year. Television brought in $36,312,000, a gain of 20.5% or $6,185,000, while radio accounted for $1,850,000, a decrease of nearly 6%, or $117,000. The CBC's continuing increase in commercial revenue over a three-year period may not long continue. "The advent of new television stations that will compete in the same areas as stations operated by the corporation may have the effect of reversing this trend," the annual report warned.

Supporting the plaint of Canadian agencies that their net is on the anemic side is the fact that they paid out $26,013,132 in salaries and wages, commissions and bonuses last year. This total was 9.2% above the $23,826,156 paid out in 1958. In 1959, there were 4,256 agency employes; in 1958 there were 4,197 employes. The 1959 payout amounted to 63.3% of gross revenue, as compared with 62.6% in 1958. #

Top Canadian Agencies

Combined Radio-TV Spot Billings

1. Cockfield, Brown & Co. (1)
2. Young & Rubicam (3)
3. MacLaren Advertising Co. (4)
4. J. Walter Thompson Co. (2)
5. Foster Advertising (9)
6. McCann-Erickson (5)
7. McKim Advertising (7)
8. Spitzer & Mills (8)
9. Baker Advertising Agency (6)
10. Leo Burnett Co.*

*Not ranked in top ten last year.
( ) Ranking last year. List is for period of Aug. 1, 1959, to July 31, 1960.
Source: All-Canada Radio & Television.

Canadian Outdoor Volume Rose to $5,526,927 in '59

TORONTO, Nov. 16—Outdoor advertising volume in Canada rose to $5,526,927 in 1959 from $5,460,726 in 1958, the Poster Advertising Assn. of Canada reported.

The totals include posters only and do not include other outdoor signs such as painted bulletins and spectaculars.

Kimberly-Clark to Expand

Kimberly-Clark Corp., Neenah, Wis., will expand distribution of its new Space-Saver tissues into lower Michigan this month. Space-Saver tissues, introduced in five test markets last June, employs a new process which allows 400 tissues to be packaged in a carton about half the size formerly required. Introduction of the product in lower Michigan will be supported by spot tv in major markets, in addition to point of sale material. Foote, Cone & Belding is the agency.

Giese Joins Dovale in Curacao

Robert W. Giese, formerly with Stephan & Brady, Madison, Wis., has been named art director of R. J. Dovale Advertising Agency, in Curacao, Netherlands Antilles.

Right now there's more business to be had in Canada

Now's the time to reach out after Canadian sales, because business is definitely on the upswing. And nothing reaches the Canadian market like the broadcast media.

Not only do 96% of all Canadian homes have one or more radio sets, but there are 2,090,000 car radios. TV receivers are in 84% of *all* Canadian homes, in over 94% of the homes in 9 of the nation's 15 top markets.

Pay envelopes are fatter than ever before. Merchandising forecasts are rosy.

Now's the time to make your sales message *count* . . . to let radio and TV put your salesmen in thousands of places at once . . . to use persuasive *spoken* words. This Association's members are ready to serve you.

CANADIAN ASSOCIATION OF BROADCASTERS
HEAD OFFICE: 108 SPARKS STREET, OTTAWA 4, CANADA
TORONTO OFFICE: 200 ST. CLAIR AVE. W., TORONTO 7, CANADA

Set your sights on MONTREAL

The Star Gives Advertisers–

- the largest circulation in its field. Evening—six-day average 186,142—Saturday 198,933 (ABC)
- useful, up-to-date facts and figures on the Montreal market—special market presentations on request.
- practical merchandising services to Agencies and national advertisers to help build local sales contacts and get profitable dealer co-operation.

Ask your nearest O'Mara and Ormsbee representative for more facts on the Star.

Canada's largest urban market

With a population nearing the two million mark, Montreal rates top spot on your Canadian schedules. To get sales action in this growing, two-language metropolis set your sights on The Montreal Star, the paper that delivers unmatched coverage of the English market.

The Montreal Star

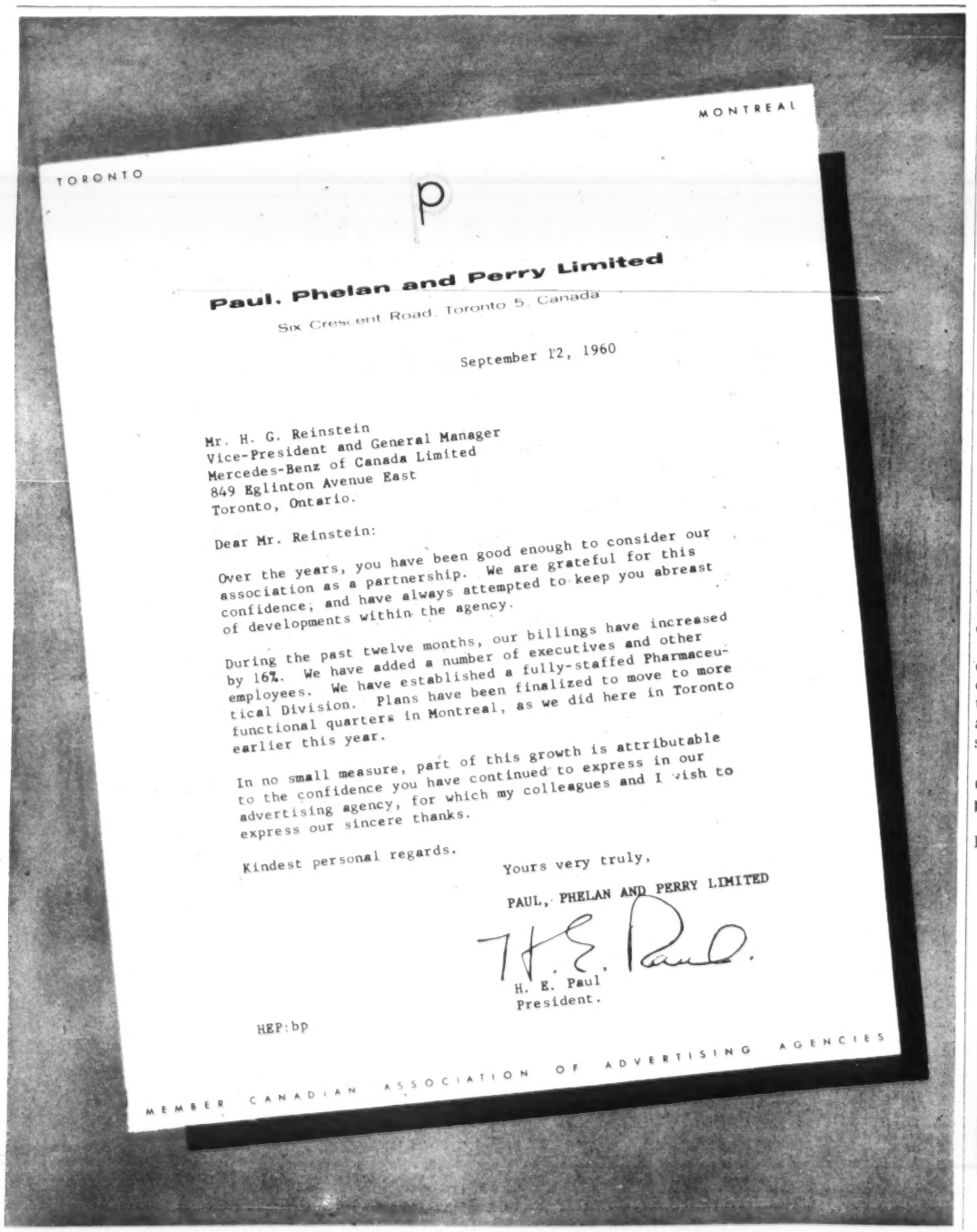
245 St. James Street W. — Montreal, Canada

Represented nationally by O'Mara and Ormsbee Inc.
New York, Chicago, Detroit, San Francisco, Los Angeles.

Major Canadian Advertising Account Changes

In Fiscal Year Ended Oct. 31, 1960

ACCOUNT	TO	FROM	BILLINGS (EST.)
Atlas Steels	E. W. Reynolds Ltd.	Tandy-Richards	$ 75,000
Barber-Ellis of Canada	McCann-Erickson	D'Arcy	75,000
Bell & Howell	Goodis, Goldberg, Dair	McCann-Erickson	150,000
Hazel Bishop of Canada	Donahue & Coe	Raymond Spector	———
Noe Bourassa (La Belle Fermiere)	Young & Rubicam	Walsh Advertising	150,000
Boyle-Midway (Canada) (Aerowax, Sani-Flush, Black Flag, 3-in-1)	Spitzer, Mills & Bates	J. Walter Thompson Co.	———
(Wizard, Easy Off, Easy On)	Ronalds-Reynolds	J. Walter Thompson Co.	———
Bromo-Seltzer	McKim Advertising	F. H. Hayhurst & Co.	250,000
Business Newspapers Assn. of Canada	Walsh Advertising	Albert Jarvis Ltd.	80,000
Campbell Soup (heat-processed soups)	BBDO	Cockfield, Brown	1,000,000
Canadian Industries Ltd. (corporate advertising, some products)	E. W. Reynolds Ltd.	Cockfield, Brown	500,000
Canadian National Railway	McConnell, Eastman	Canadian Advertising	800,000
Chemway (Canada) (Forhans toothpaste, Zonite, Zonitors, Pretty Feet, Sentor)	Tandy-Richards	Kastor, Hilton	———
Chrysler of Canada (Dodge, De-Soto and Dodge trucks)	BBDO	Grant Advertising	2,000,000
(Valiant, Plymouth, Chrysler, Fargo trucks)	Grant Advertising	Ross Roy	2,000,000
C. & J. Clark (Canada)	Cockfield, Brown	Ardiel Advertising	350,000
Dow Corning Silicones	Goodis, Goldberg, Dair	Cockfield, Brown	50,000
Elgin Watch Co.	Kenyon & Eckhardt	J. Walter Thompson Co.	100,000
Encyclopedia Britannica	McCann-Erickson	Dancer-Fitzgerald-Sample	130,000
French Line	Cockfield, Brown	N. W. Ayer & Son	50,000
General Bakeries	McConnell, Eastman	Foster Advertising	200,000
General Foods (Hostess Food Products)	McKim Advertising	Stevenson & Scott	100,000
Hudson Bay Co. (U.S.)	Leber & Katz	Cockfield, Brown	350,000
Hunter Douglas Ltd.	Ferguson, Mann	Paul-Phelan & Perry	100,000
Jordan Wines	Young & Rubicam	Vickers & Benson	75,000
Kiwi Polish	Breithaupt, Milson	MacLaren Advertising	40,000
Fred Lallemand & Co.	Collyer Advertising	Walsh Advertising	50,000
Lever Bros. (Good Luck marg.)	J. Walter Thompson Co.	Young & Rubicam	300,000
English-language tv	MacLaren Advertising	MacLaren and JWT	500,000
French-language tv	Cockfield, Brown	Young & Rubicam	$ 200,000
Massey-Ferguson (industrial products)	Needham, Louis & Brorby	Associated Advertising	100,000
Nicholas International (Ospra)	Grant Advertising	Albert Jarvis Ltd.	250,000
(Veterinary products)	Grant Advertising	Paul-Phelan & Perry	
Ogilvie Flour Mills	MacLaren Advertising	Breithaupt, Milson	1,000,000
Oxo (Canada)	J. Walter Thompson Co.	Stanfield, Johnson & Hill	200,000
L. M. Parker Co. (Chanel, Bourgois)	Burler, Norman, Craig & Kummel	F. H. Hayhurst & Co.	150,000
Pepsi-Cola	BBDO	Kenyon & Eckhardt	1,500,000
Pet Milk	Vickers & Benson	Cockfield, Brown	150,000
Philips Electronic Industries Rogers Majestic	McKim Advertising	E. W. Reynolds Ltd.	150,000
Philips Dictating Equipment	Needham, Louis & Brorby	E. W. Reynolds Ltd.	50,000
Procter & Gamble (Camay)	Leo Burnett Co.	F. H. Hayhurst & Co.	250,000
Purex Corp.	Heggie Advertising	J. J. Gibbons Ltd.	400,000
RCA Victor	J. Walter Thompson Co.	Kenyon & Eckhardt	400,000
Rock City Sales (Sportsman, Craven A cigarets)	F. H. Hayhurst & Co.	MacManus, John & Adams	200,000
Helena Rubinstein	Brooks Advertising	MacLaren Advertising	200,000
Ralston Purina	James Lovick & Co.	None	800,000
Royal typewriter	J. E. Stansburg & Co.	Young & Rubicam	75,000
Schick Safety Razor (single edge injector blades & razor)	F. H. Hayhurst & Co.	E. W. Reynolds Ltd.	100,000
Silex	F. H. Hayhurst & Co.	Stanfield, Johnson & Hill	50,000
Shell Oil	Ogilvy, Benson & Mather	J. Walter Thompson Co.	1,500,000
Sun Oil	F. H. Hayhurst & Co.	Tandy-Richards	450,000
Thomas Products Corp. (Revlon products except Top Brass)	MacLaren Advertising	Stanfield, Johnson & Hill	500,000
Trans-Canada Credit Corp.	Walsh Advertising	Spitzer & Mills	300,000
Union Corbide (all non-consumer advertising)	F. H. Hayhurst & Co.	McConnell, Eastman and Stanfield, Johnson & Hill	250,000
Volkswagen Canada	E. W. Reynolds Ltd.	William E. Algie Ltd.	350,000
Warner-Lambert (Listerine, Super Anahist, other prods.)	Breithaupt, Milson	F. H. Hayhurst & Co.	250,000



Canadian Admen Bemoan Influx of U.S. Agencies, Feel Pinch

(Continued from Page 73)

War II that they have taken a positive and active interest in the country.

■ Until about five years ago Canadian agency executives were inclined to pass off U.S. agencies as they would an unprofitable account.

"They're only here as a tax dodge," was a frequent derisive comment. "What does a Yank know about advertising products in Canada, let alone French Canada?" was another.

But as Canada has grown, so have the U.S. agencies—and now most of them are staffed by Canadians, from office boy to president.

In addition, they have been picking up a number of choice accounts—big and small—which obviously has had some effect in influencing other U.S. shops to establish operations here.

The over-all result is that Canadian agency men no longer pass off the "invasion" with a deprecatory wave of the hand; for they are facing tough, seasoned and skilful competition.

■ Canadian hostility to U.S. competition is not peculiar to advertising. It pervades industry in general. It is part of a growing nationalism.

The more fervent nationalists in the agency business have been heard to say: "We don't care whom you give your account to as long as you don't give it to a Yankee shop." Generally speaking, however, most Canadian agency men are not so outspoken, nor narrow-minded.

What irritates them most, according to AA's own check, is that they feel U.S. shops here have increased the cost of advertising. As the president of one leading Canadian agency said:

"We are by no means afraid of competition. In fact, we feel we can top a U.S. agency here any day. But U.S. agencies have increased the cost of advertising to advertisers by coming into this country and staffing up with top-flight Canadian talent at inflated prices. This puts us in a difficult position so far as employes are concerned, with the result that costs are bound to go up."

■ The same executive also said that U.S. agencies "give me a pain in the rear" because they arrive here amid a blare of trumpets promising prospective clients "everything under the sun without having any intention of carry-through."

He said he knew of "countless incidents" where accounts had been swayed to small operations

FETCHING—*Four words of copy, addressed to dogs, highlight this current outdoor panel in English-speaking Canada.*

MACLEAN-HUNTER KNOWS CANADA'S MARKETS

IN CANADA... the big difference is distribution

When you plan to market in Canada, don't be misled by population density statistics. They tell only part of the story.

It is true that Canada has only 4.53 people to the square mile, as compared to 58.3 in the U. S. But 90% of them are concentrated in a narrow band, reaching from coast to coast, within 300 miles of the U. S. border.

This predominantly horizontal market pattern makes a big difference in the merchandise distribution system—and, of course, in your marketing plans and objectives. It calls for an intensive East-West national marketing and advertising effort. Maclean-Hunter knows this unique market thoroughly because it reaches it regularly, through a wide range of national magazines, business and financial publications. These Canadian media do a distinctly Canadian marketing job.

If you have any questions about the Canadian market, Maclean-Hunter will gladly help you. As Canada's leading national publishing house, we have acquired an intimate knowledge of all phases of Canadian marketing and distribution. It is available to you without cost or obligation. Just call your Maclean-Hunter representative or write us today.

MACLEAN-HUNTER PUBLISHING CO. LTD.

481 UNIVERSITY AVE., TORONTO 2, CANADA

OFFICES AT: MONTREAL; VANCOUVER; NEW YORK; LONDON, ENG.

U.S. Reps.: Duncan A. Scott & Co., 85 Post St., San Francisco 4 and 1901 West 8th St., Los Angeles 57.

"WHO TORE THE PAGE OUT OF THIS MAGAZINE?"

Duck for cover when you hear this outcry. It's a curious fact. A TV ad vanishes in 60 seconds. A newspaper ad in a day. And nobody cares. But just tear an ad out of her magazine and heizapoppin. For she is saving it for something special ... something she intends to buy ... to make ... or to do. ● And that's where you Mr. Advertising Man, build sales. If you have ever kept track of the results of advertising in magazines ... you'll realize that no other medium lasts as long ... and sells as long ... as a magazine. ● Every well balanced advertising schedule should include magazines. For magazines alone can give the continuous support ... the long lasting influence ... that wrings the utmost return from your promotion budget. ● Whatever else you do ... be sure to do the one vital thing ... build up a lasting quality image through magazine advertising. Magazine Advertising Bureau, 21 Dundas Square, Toronto, Canada.

MAGAZINES *MOVE* MERCHANDISE

BOOST—*A drive to boost the image of magazines is being pushed by Magazine Advertising Bureau of the Magazine Publishers Assn. of Canada, stressing longer life, local influence, selectivity and finer reproduction. Drive will run until Dec. 30.*

No matter what anyone says, it seems unlikely that this somewhat academic war of words will soon cool off. It boils down to this: There is no doubt that the recent invasion by U.S. agencies has affected the business of Canadian shops.

■ At the same time, however, it has sharpened both the industry and its output, with the result that Canada has better advertising than ever before and is closer to U.S. quality advertising than ever before.

Most major advertising news during the past year in Canada has involved U.S. agencies, which now bill upwards of $75,000,000 a year here. Here's a brief rundown of these events:

In January, Procter & Gamble pulled its $250,000 Camay soap account out of Canadian-owned F. H. Hayhurst and lodged it at Leo Burnett. And the $200,000 Oxo account was moved from Stanfield, Johnson & Hill to J. Walter Thompson Co.

In February, a jointly-owned Canadian-U.S. shop ran into management difficulties. Bradley, Venning, Hilton & Atherton, of Toronto, called it finis with Kastor, Hilton, Chesley, Clifford & Atherton, of New York, splitting an unknown amount of billings. KHCC&A opened its own Toronto office and Bradley, Venning reverted to its former Canadian-owned status.

In April, Chrysler Corp. hauled its Chrysler, Plymouth and Valiant cars and Fargo trucks out of Ross Roy and wheeled them to Grant Advertising. At the same time Chrysler moved its Dodge, De Soto and Dodge truck accounts out of Grant and gave them to Batten, Barton, Durstine & Osborn.

■ This move gave Grant and BBDO about $2,000,000 each in Chrysler billings (Chrysler has since stopped marketing the Dodge

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of U.S. shops here because they had been "promised the full support of all our departments from New York to San Francisco."

"Of course," said the Canadian, "the accounts are somewhat upset when they only get so-so service here and no help at all from south of the border."

■ Another Canadian agency president said: "I don't really have anything against competition, but what makes me sore is that too many U.S. agencies get too many accounts just because their parent organization works for the company in the U.S.

"For example, a number of U.S. subsidiary manufacturing companies here often ask Canadian agencies to make presentations for their accounts. The Canadian agencies do this at great expense. Then the company gives its business to a U.S. shop. One gets the impression, since this sort of thing happens so often, that the U.S. manufacturing companies have never had any intention of giving their accounts to Canadian agencies. Frankly, I believe they only ask Canadian agencies for presentations as a public relations ploy."

■ What is the attitude of U.S. agencies here?

Most of them maintain they have to fight just as hard—harder in most cases—to obtain accounts because many business leaders are reluctant to give their accounts to "foreign" firms.

The Canadian chief of one U.S. agency said: "I get plain sick of being told I only get accounts because New York handles the parent company. You literally have no idea how hard we have to work to convince Canadian clients that we can do a better job for them than a MacLaren or a Cockfield, Brown."

■ Another Canadian head of a U.S. shop said: "What is bad about so-called U.S. agencies in Canada? It is simply incorrect to say that they get a number of lush accounts simply because their parent organization is in advertising for the firms south of the border.

"If you considered this statement for a minute, you would realize that an agency in this highly competitive business could simply not obtain—or retain—an account unless its services to its Canadian clients were at least as good as those offered by any other agency.

"When an agency is staffed by Canadians; uses Canadian media; sells Canadian products to Canadian people and pays all Canadian taxes, I'd call it a Canadian agency, even though over-all control may rest outside the country."

Good neighbors make good business

AN ADVERTISER'S EYE-VIEW OF CANADA,

ONE OF THE WORLD'S FASTEST-GROWING MARKETS

If you're not selling in Canada, you're missing the best opportunity you can find today for extra sales and larger profits.

And it's as easy to sell successfully, and advertise effectively, in Canada today as in New Jersey, the Southwest or any section of the U. S., or the world. In fact, Canada's continuing growth makes it even more promising than most markets you're in now. Consider these facts:

Growth: Since 1946, the personal income of Canadians has nearly trebled, and is still rising. Their standard of living today ranks with the highest in the world.

Climate: Canada is the U. S.'s best customer, buying as much as 25% of its total annual exports (and exporting Canadian goods, in turn, to the U. S.). Canadians want products of good quality and fair price. They favor, by their actions, a wide freedom-of-choice of well-advertised brands.

Access: Canada's best markets are highly concentrated: half the population lives within 125 miles of the border, 90% within 225 miles. This makes for effective market coverage, economical distribution.

Other Unique Advantages

Rarely can you find a large market already strong enough to flex its purchasing muscles yet still not surfeited by well-established, competing brands. That is Canada today. There is still time, and room, to build your own consumer franchise, to benefit from, and help to expand, Canada's growth. But no such opportunity will last forever. Your timing for Canada is ideal, right now.

What about advertising? You can reach your best prospects — those with money to spend and the desire to buy — easily, efficiently and economically. You have a wide choice of good media. You also have one medium perfectly fitted as the foundation of your Canadian program, the magazine that more Canadians buy than any other: the Canadian editions of Reader's Digest.

The Digest is read by the same kind of people as in the U. S.: intelligent, higher-income families whose enthusiasm for a product can insure its success. They read it the same way, each issue over several weeks, giving your advertising many extra chances to sell. And they believe what they read in it, the editorial and advertising pages alike.

Polara and De Soto cars in Canada).

When May rolled around, springtime rumors had it that Norman, Craig & Kummel and Ted Bates & Co. both were considering some sort of operation in Canada. While both agencies denied the rumors at that time, they are now firmly entrenched on the Canadian scene.

■ Also in May, Pepsi-Cola awarded its $1,500,000 account to BBDO, bringing that agency's billings here to an estimated $5,500,000. The Pepsi account has been at Kenyon & Eckhardt, which was invited to pitch for the account along with a number of Canadian agencies. Kenyon & Eckhardt lost out, as did seven Canadian shops, at least two of which had spent upwards of $3,000 on presentations. Reason Pepsi gave BBDO the account: U.S. Pepsi had recently engaged BBDO in New York.

June saw the J. Walter Thompson Co. latch on to $300,000 in Good Luck margarine billings. The Lever Bros. account had been at Young & Rubicam.

Also in June, BBDO landed the Campbell account for heat-processed soups. This $1,000,000 account, which had been at Canadian-owned Cockfield, Brown for many years, jumped BBDO's billings 325% in less than three months, pushing its annual billings to the $6,500,000 level.

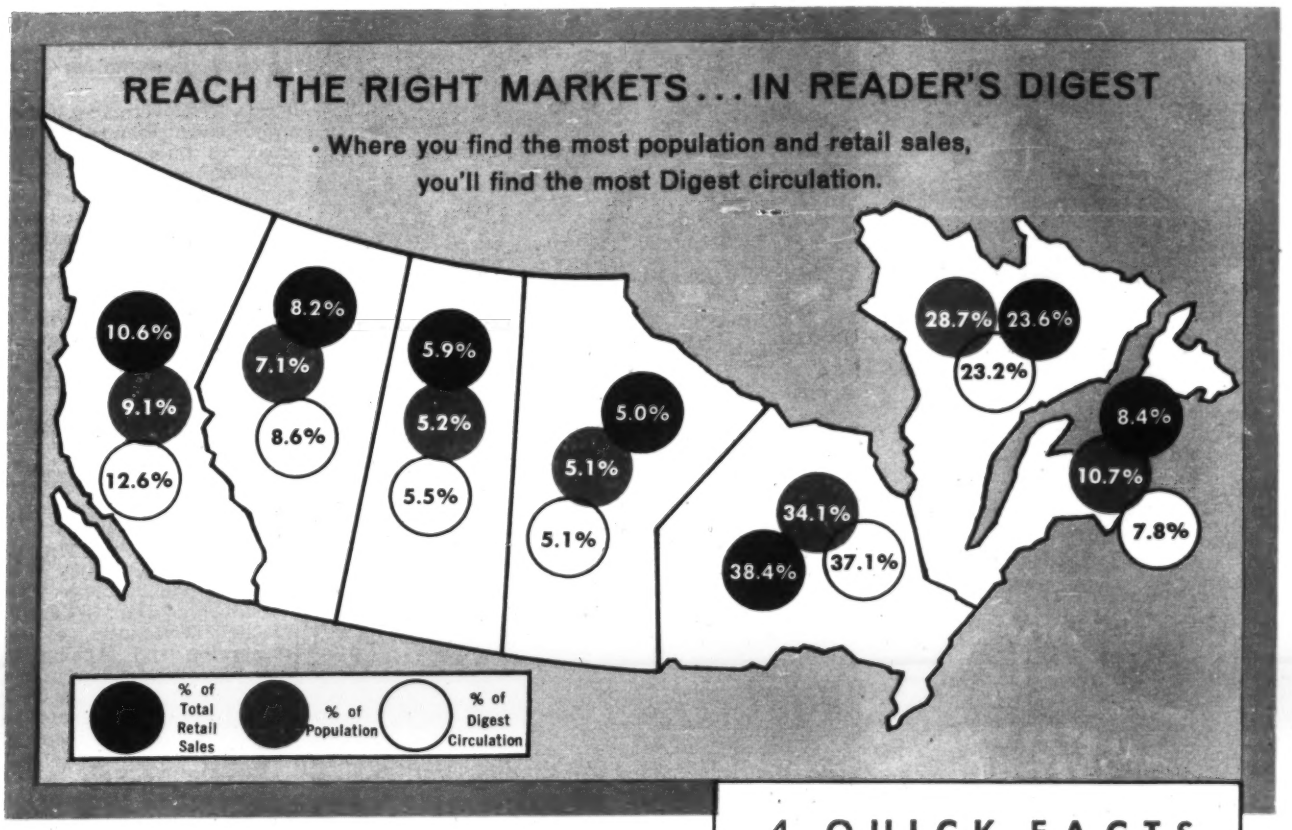
■ August saw the Shell account in Canada taken from J. Walter Thompson and given to Ogilvy, Benson & Mather, which was forced to open a Canadian office to handle the $1,500,000 slice of billings.

In September, a Canadian, J. H. Burley, who had been running a shop here known as Henri, Burley & McDonald in association with Henri, Hurst & McDonald, of Chicago, formed a partnership with New York's Norman, Craig & Kummel. It was understood that NC&K has a 50% interest in the enterprise, which is reported ready to bill more than $2,000,000 next year.

Also in September, Ted Bates & Co. finally confirmed its merger with Canadian-owned Spitzer & Mills. It was understood that the new agency, known as Spitzer, Mills & Bates, is controlled financially by Bates in New York even though the executive staff of Spitzer, Mills & Bates bills about $7,000,000 a year.

■ It is not now known if any more U.S. agencies are planning to move into Canada, either on their own or in some form of merger operation, but the chances are good that the next year or so will see another three or four on the scene. Reason: they have nothing to lose; everything to gain.

And, as one U.S. agency executive put it: "Canada is a good training ground for our young executives who are on the way up." #



By and for Canadians

The Digest employs 350 Canadians directly, and some 400 others indirectly, through Canadian printing, distributing and other suppliers. The Digest is printed on Canadian presses, on paper manufactured in Canada. The Digest contributes in a major way to the Canadian economy — through purchases, payroll, taxes and by creating good jobs for Canadians.

Canadians, like others throughout the free world, consider the Digest very much their own. The Digest's two Canadian editions are natives, speaking both English and French for each of Canada's two great markets. Articles in each combine a universal appeal with a personal importance, sought by people everywhere.

Many Canadian businesses have been built, or expanded, with the aid of continuing campaigns in the Digest. It is bought by more Canadian families, each month, than most of the products advertised in its pages. It has worked successfully for 13 years for others. It can work for you.

4 QUICK FACTS

to make your Canadian business better

• Reader's Digest gives you Canada's largest magazine circulation:

1,100,000 copies sold monthly (980,000 in English, 210,000 in French)

• Largest audience: *1,980,000 men, 1,980,000 women.*

• Largest quality audience: *including 43% of all Canadians earning $7,000 or more.*

• Economy and other advantages: $3.91 per thousand circulation (lowest available); extra discounts for frequency (3% for 6 pages to 10% for 24); you can use either edition, or save money by using both; two colors at no extra cost; and no charge for bleed.

People have faith in

Reader's Digest

Published and printed in Montreal, Canada

FP

a direct route to the biggest men in your market

When you advertise in The Financial Post you reach the really important buying influences in all the different fields of business, industry and government across Canada.

Advertise in FP to reach and sell the biggest men in your market.

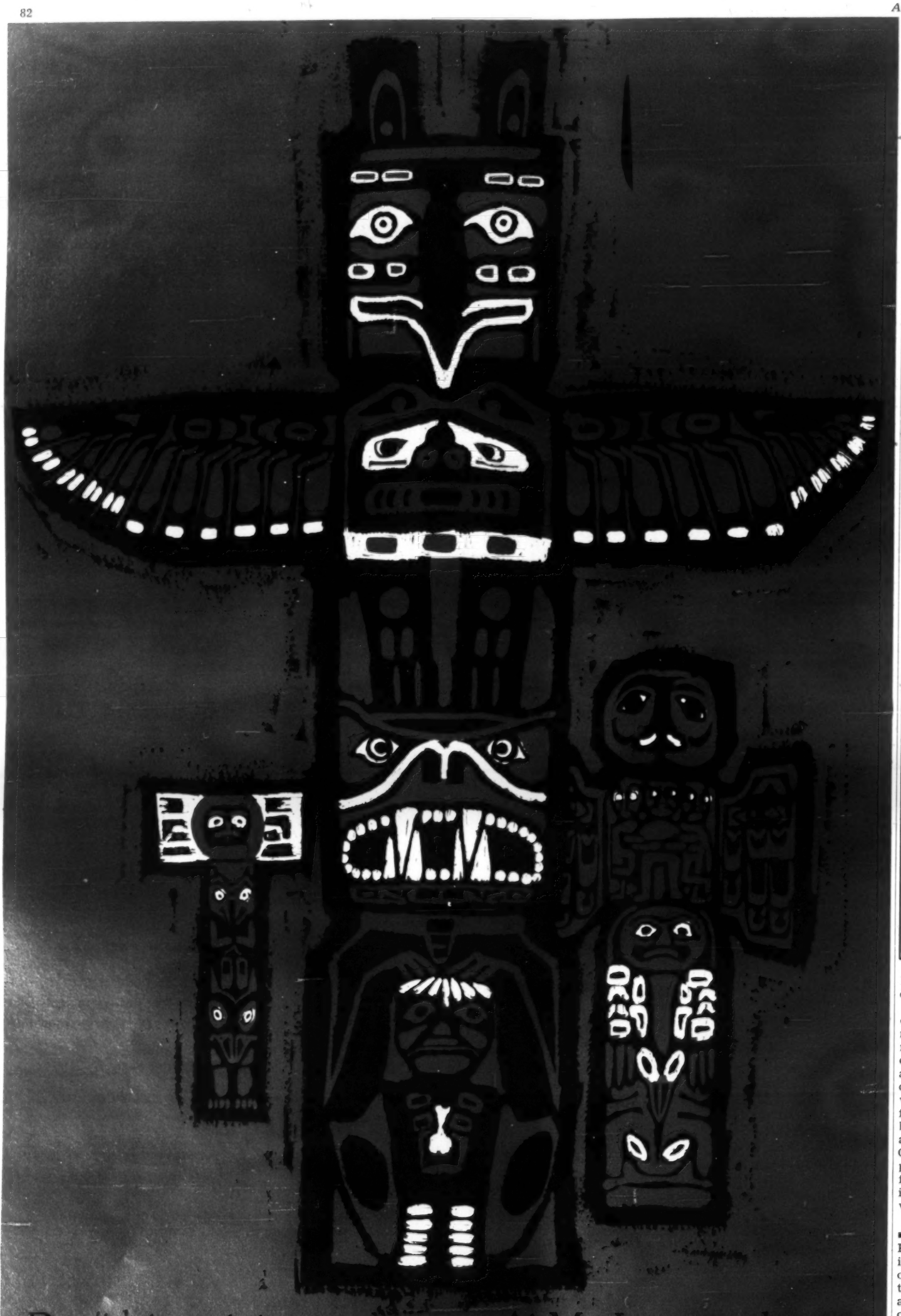
The Financial Post

Canada's foremost publication for management

481 University Ave., Toronto 2
1242 Peel Street, Montreal 2
1030 W. George St., Vancouver 5

West Coast representatives in the United States: Duncan A. Scott & Co., San Francisco and Los Angeles.

A MACLEAN-HUNTER PUBLICATION



Bumpy Road Ahead for U.S. Magazines in Canada?

TORONTO, Nov. 16—Two years ago, ADVERTISING AGE learned that a group of Canadian publishers was pressing Prime Minister John Diefenbaker and his conservative government to come up with an alternative to the then recently repealed tax on the gross advertising revenues of special Canadian editions of U. S. magazines.

The publishers—who remained anonymous, although AA at the time examined a brief they had presented to Mr. Diefenbaker—were unhappy about the lack of control over the U.S. magazines, which had successfully weathered a 20% impost until repeal of the law in June, 1959. The Canadians said the U.S. magazines carried little Canadian editorial material, but much Canadian advertising.

■ Now the government has named a royal commission to look into the effect of foreign competition on Canadian periodicals. What connection, if any, exists between the pressure exerted by the two-year-old brief of the Canadian publishers and the recent appointment of the commission is unknown.

In any case, it seems to be the current consensus of Canadian admen that the government, having repealed the tax, would find it embarrassing to re-introduce such a measure. But government officials seem to be tending to the view that some action will be forthcoming, aimed at giving home-bred books an equal chance at Canadian advertising dollars. One high official said that re-imposition of the tax in its previous form would be unlikely, thereby implying that some other "form" was possible.

■ Another government official, Postmaster General William Hamilton, a former advertising man, only two months ago told an Ontario ad club: "The amount available to advertisers for the purchase of advertising space is reasonably constant at any given time [so] there is a tendency for this to reduce the revenue available for the support of publications which are completely Canadian in their content and in their approach.

"No nation can allow the financial and commercial aspects of publishing operations to extend to a point where its own national and business publications are eliminated by unfair competition from

The Press in Canada

By reason of Canada's vast area and its relatively low density of population, daily and weekly newspapers circulate largely on a regional basis, although in a land well served by speedy air and rail transportation, a number of metropolitan newspapers in such centers as Toronto, Montreal, Quebec, Winnipeg and Vancouver enjoy almost nationwide influence. Every publishing day, 113 Canadian daily newspapers, counting morning and evening editions separately, appear on the streets. Of these, 95 are in English, 12 in French and the remainder in other languages.

Total circulation is over 4,000,000 . . . Magazines and periodicals also enjoy a large circulation. In 1959, 766 periodicals . . . had a circulation in excess of 17,842,000.

—"Canada, 1960, Official Handbook"

Advertisement

The story behind a brief to Canada's Royal Commission on Publications*

Why Canadians insist on a Canadian business press

Does Canada need a business, professional and technical press of its own? Does this section of the periodical press of Canada contribute to the development and maintenance of the national economic health?

Canada does indeed need a Canadian business press. Study after study shows that Canadian business executives need and *insist on* the authoritative and relevant information and guidance which only Canadian-owned and Canadian-based business papers can provide. As the international conference of the Association of Industrial Advertisers was told last June,

> "*The fact is that most U.S. business publications do not serve Canadian needs—they may be interesting, but they are not vital reading to a Canadian.*"

This is the independent opinion of the speaker, Frank Rose, the well-known director of media and research at Russell T. Kelley Company Limited, a respected Canadian advertising agency. *His* concern is with the rightness and the strength of the media he recommends, not the ownership...whereas the Canadian readers of those media insist that the only journals which can serve them properly are Canadian.

These are the issues behind the brief presented to Canada's Royal Commission on Publications by Business Newspapers Association of Canada.

B.N.A. represents some 144 Canadian-owned business, trade, professional, technical and industrial publications, about one-third of the total of 430 published in English and French. The advertising revenues of BNA member-publications account for two-thirds of the $30 millions in advertising placed annually in Canadian business media.

Among the members of Business Newspapers Association of Canada are the official publications of such respected bodies as the Canadian Manufacturers Association, the Canadian Chamber of Commerce and the Engineering Institute of Canada.

* * *

Great distances, a bi-lingual population of remarkably unequal distribution, and climatic conditions of often surprising extremes, all combine with a rapidly developed and complex business community to make the Canadian business executive more conscious than ever of the need for accurate information and sound interpretation *that relate to Canadian requirements.*

Canada's business publications play a vital role in Canadian business, professional and industrial life. They have established themselves as recognized sources of relevant and reliable information and ideas—latest inventions, newest developments and technological advances, new production methods, engineering and operating practices, progressive merchandising and retailing techniques, up-to-date economic thinking and policies—without which the Canadian businessman would operate at a serious disadvantage.

Canadian business publications gather information and attitudes from all corners of Canada, and as a result, many individual business decisions—to buy, to invest, to build or renovate—are influenced by ideas gained in reading the mature *Canadian* business press.

The importance of Canada's business press to Canada's business, industry, and economic health, cannot be overstressed. Here are a few examples of the contribution made by the Canadian business press to business and public life:

¶ *In Metalworking:* A Canadian metalworking publication recently completed a massive census of Canada's metalworking production equipment, a task never before undertaken either by business or government. It revealed that much of this equipment was obsolete, undoubtedly contributing to plant inefficiency.

¶ *In Furniture:* A Canadian business magazine founded and annually sponsors the Canadian Furniture Mart, which has become the major marketplace for the exhibition and purchase by retail buyers of furniture made in Canada.

¶ *Industrial Electrical Installations:* A group of Canadian electrical business magazines were responsible for inaugurating the Plantpower Program—an educational activity designed to increase the safety and efficiency of electrical installations in Canada's industrial buildings. This program has since been adopted as a technical service by almost every major Canadian electrical distribution utility.

¶ *Home Wiring:* Another Canadian electrical magazine was responsible for the inauguration of a safe home-wiring program, which has since been adopted by fire departments all over the country, following a series of daily newspaper articles, written by editors of the magazine, In at least one province, changes in legislation for greater public protection resulted from this magazine's activities at the public and industry levels.

¶ *Natural Gas Installations:* A Canadian plumbing and heating journal exposed the public hazards of unqualified installers of natural gas equipment. A series of articles by the magazine's editors, later reprinted in the daily press, resulted in new legislation and stricter control in the public interest.

¶ *Winter Construction:* A Canadian construction magazine last year published a special section on the problems and prospects of winter construction in Canada—a peculiarly Canadian problem. This special section was later reprinted and distributed widely by the Federal Government as part of its program to promote winter construction.

¶ *Packaging:* A Canadian packaging magazine was responsible for the foundation of one of Canada's largest trade and technical associations—the Canadian Packaging Association, along with the major Canadian National Packaging Exposition.

¶ *Construction Contracts:* A Canadian business publishing company provides a daily reporting service of construction contract awards. Published in a monthly business magazine, these are widely quoted and used in the industry, the daily press and by the Dominion Bureau of Statistics as an authoritative data source.

¶ *Fashion:* A business publication serving Canadian retailers in the fashion field realized that, in general, Canadian retailers did not give due recognition to Canadian fashion design. The publication, through a series of articles, impressed this upon the manufacturers and got them to support the establishment of the Canadian Couturier Association, which since has flourished and has, of course, been responsible for the acceptance of Canadian designs which nowadays are shown internationally.

* * *

These may seem dramatic and extraordinary examples of the service that Canadian business publications render for Canadians. On the contrary; this list can be duplicated one-hundred-fold. Canadian business publications report in detail to Canadians about Canadian professions, technologies and business, and provide a platform for Canadian technicians and professional men to address their colleagues on matters of importance.

Only a Canadian business press that is strong, vigorous *and independent* can provide such information, service and guidance to Canadian industry and business.

Only a strong, vigorous and independent Canadian business press can form a respected and valued marketing tool for reaching Canadian business buyers with messages from manufacturers and suppliers.

Published for the information of American marketing and advertising men by

BUSINESS NEWSPAPERS ASSOCIATION OF CANADA

An organization of 144 Canadian business, professional and technical publications.

*100 UNIVERSITY AVENUE, TORONTO, CANADA

**A Royal Commission is comparable to a Senate or Congressional committee of inquiry. Such a commission is government-appointed, from recognized and respected members of the business community, the professions or the universities. Their findings and recommendations are submitted to the government for implementation.*

other countries." (The unfairness stems, as the Canadian publishers two years ago told the government, from "the ease with which foreign publishers can import used material duty-free and resell it at prices below that possible for new merchandise.")

■ In June this year, speaking at the Advertising Federation of America convention in New York, Mr. Hamilton spoke at "varying degrees" of invasion of Canada by U.S. publications. These ranged, he said, from U.S. books which "camouflage it with a pittance of material prepared especially for us, to books which print and publish in Canada ('helpful to our economy if not our culture'), to those magazines doing neither.

"Most invidious of all," he declared, "the new split-run technique allows some American publications to solicit and run Canadian advertising for Canadian circulation in a magazine which is otherwise completely American."

That the government anticipates taking some kind of action on the findings of the royal commission might be deduced from another statement by Mr. Hamilton before the Ontario advertising group. "It is the view of the government," he said, "that the work of this commission will make a substantial contribution to the further development of a virile Canadianism, and that it will greatly assist the continuation of a strong, national periodical press, so important to Canada's future."

Business Publications See Gain in 1960

At the end of 1959 there were 430 business publications in Canada. In addition, there were 90 directories and annuals. These 430 publications—with a total circulation of 2,561,000—divided net advertising revenues of $25,300,000. The expectation is that 1960 will bring a net volume of $27,500,000. The Business Newspapers Assn. of Canada currently has a roster of 144 member publications with a combined circulation of 1,165,000 and net revenues, in 1959, of $16,931,630—about 67% of the revenues recorded by all business publications.

■ It was the contention of the Canadian magazine publishers two years ago, in their brief to the government, that the repealed 20% tax on some U.S. magazines would not have met with nearly so much opposition if it had "been calculated on any basis other than that of advertising revenue." They did not, at that time, suggest any alternatives, appealing only for "some appropriate action."

What form the action will take after the royal commission puts its report into the hands of the government early in 1961 is anybody's guess. Perhaps there will be some form of tax-relief for native Canadian publishers. Perhaps barriers will be proposed to hem in the Canadian business activities of U. S. magazines. In the latter case, the proposals will be strongly opposed by *Reader's Digest* and *Time*, which in the first ten months of 1960 reported ad revenues of $7,398,779, of the total of $18,151,236 reported by Canadian magazines to their advertising bureau. #

General Binding Boosts Fritz

General Binding Corp., Northbrook, Ill., manufacturer of plastic binding equipment and other office machines, has promoted W. L. (Bud) Fritz to advertising manager. Mr. Fritz was formerly national sales training director.

Canadian Magazine Advertising in October and Year to Date, 1960 vs 1959

	OCTOBER				YEAR TO DATE			
	LINES		DOLLARS		LINES		DOLLARS	
MAGAZINES	1960	1959	1960	1959	1960	1959	1960	1959
Canadian Homes	29,443	32,188	$ 91,615	$ 76,003	245,835	246,920	$ 766,336	$ 600,150
Chatelaine	61,718	58,800	574,640	524,484	443,725	415,149	4,003,480	3,550,756
*Chatelaine-La Revue Moderne	30,082	16,412	57,246	32,387	98,225	132,762	195,899	270,223
La Revue Populaire	19,603	21,956	39,255	37,978	162,269	129,566	306,707	216,073
Le Samedi	11,194	9,648	14,493	11,426	105,644	117,852	134,597	149,155
Liberty	10,659	11,484	103,300	109,070	102,342	110,267	1,015,900	1,085.417
Maclean's Magazine	62,247	74,830	445,062	527,333	492,774	509,609	3,506,692	3,595,514
Reader's Digest—Combined	23,943	21,514	565,145	473,939	161,034	149,969	3,832,072	3,322,487
English Only	2,548	819	52,506	16,808	16,470	8,736	359,363	175,745
French Only	5,050	3,776	24,683	19,755	26,615	21,383	131,312	110,784
Saturday Night	31,791	26,276	57,371	51,539	180,819	174,146	332,168	317,966
Time	100,695	102,488	541,040	486,084	665,595	643,702	3,566,707	3,065,891
TOTAL	388,973	380,191	2,566,356	2,366,806	2,701,347	2,660,061	18,151,236	16,460,161

*La Revue Moderne became Chatelaine-La Revue Moderne, effective October, 1960. Source: Magazine Advertising Bureau.

Putman Names MacKay

Putman Publishing Co., Chicago, has appointed Robert S. MacKay district manager of *Chemical Processing*, headquartered in Cleveland. Prior to joining Putman, Mr. MacKay was with F. W. Dodge Corp. and Baird Atomic Inc.

CREATIVE SELLING
in a dozen tongues

On-the-ground creation of their advertising programs is one of the great advantages offered to clients of the J. Walter Thompson Company in world markets.

There are fully staffed J. Walter Thompson *creative offices* in 23 countries on six continents. Through these offices, a client can be sure of experienced, professional direction of his advertising activities *anywhere in the world.*

His advertising can be created in one market and adapted in others—or, created for specific markets *right in the market.* From market to market, he gets continuity of thinking—and unparalleled experience.

J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami, Montreal, Toronto, Mexico City, San Juan, Buenos Aires, Montevideo, São Paulo, Rio de Janeiro, Porto Alegre, Recife, Santiago (Chile), Lima, London, Paris, Antwerp, Amsterdam, Frankfurt, Milan, Vienna, Johannesburg, Cape Town, Durban, Port Elizabeth, Salisbury (Southern Rhodesia), Bombay, Calcutta, New Delhi, Madras, Kanpur, Karachi, Colombo (Ceylon), Sydney, Melbourne, Tokyo, Manila

Back to School in Canada . . .

Account Execs Dime a Dozen? New Training Course Shows It Isn't So

75 Admen Bone Up in CAAA Program; See 500 Enrolled by '62

TORONTO, Nov. 17—When the Canadian Assn. of Advertising Agencies announced early this year that it planned to initiate an extra-curricular course for account executives, the project met with little enthusiasm.

The general feeling was that account executives are a dime a dozen and that what really was needed was some form of program to generate creative talent.

Since that time, however, many advertising men have changed their minds. Now they are very much in favor of the course, first of its kind in Canada. Said one former skeptic: "I could not conceive that the course would be such a success. I should have realized that with the brains it has behind it, it couldn't help but go. The CAAA is doing something really constructive for the first time."

■ The course provides four years of university-level training, leading to specialization in advertising and agency management. Major purpose of the program is to lift to new levels of "achievement" the performance of CAAA's 45 member agencies, which create and place 92% of Canada's national advertising.

Seventy-five students, ranging in age from 19 to 48, enrolled in the new course in Toronto. And at the annual meeting of the CAAA last month it was revealed that the education program will cost an estimated $700,000 in the next 10 years. About half the cost of maintaining the program will be borne by member agencies. The other half will be paid by students.

The course requires at least eight hours of study a week, ten months a year. Seminars, based on the case study system, are held each Saturday. First year of the course covers general business practices; the second year gets into marketing; the third year, advertising, and the fourth year, agency management.

■ For senior agency personnel who already have received training in business administration and marketing, a special course was organized, telescoping the first three years of the program into one. Thirty-two agency men, ranging in age from 24 to 48, are enrolled in this cram course.

In the less accelerated course are 43 agency employes, including two women; average age in the course is 25.

Within the framework of the CAAA's general objectives—new levels of achievement in day-to-day and long-range performance of agency men—these broad aims have been established for the educational program:

- Establish professional standards.
- Attract better recruits.
- Develop more intelligent, efficient and responsible personnel.
- Cut training time and costs.
- Accelerate promotions.
- Stabilize turnover.
- Improve client service.
- Develop better cost management.

In addition, the program is intended to improve the public relations of advertising and advertising agencies.

Some 40 principals and top executives of CAAA agencies worked intensively to develop the program.

This year's enrollment of 75 students is expected to rise to a peak of more than 500 in the 1962-63 course year. Thereafter, enrollment, consisting mainly of younger agency personnel, is expected to drop to about 310 in 1966-67, and rise gradually to 380 in 1969-70, paralleling the anticipated rate of Canadian agency growth in terms of recruitment.

■ Students taking the regular course pay $200 each, covering fees, textbooks and other materials. Agencies are arranging to share this cost with students, provided the year is successfully completed.

Dr. Donald H. Thain, assistant professor of the school of business administration, University of Western Ontario, helped the CAAA to initiate the program and is acting as consultant in its further development. Other instructors include a formidable list of names from both the University of Western Ontario and Toronto University.

A panel of five agency executives directed the establishment of the program: R. C. Baker, vp at Baker Advertising; Frank deB. Walker, exec vp, Ronalds-Reynolds & Co.; H. D. Roach, president of McKim Advertising; Bryan Vaughan, managing director of Vickers & Benson, and T. L. Anderson, chairman of Cockfield, Brown & Co.

"This year," said Mr. Walker, "approximately 4,500 Canadians are employed in the advertising agency business. Of these, at least 650 should be competent professionals and at least 350 more should be in various stages of training for senior posts. Of these 1,000 persons, CAAA members employ about 800. Though we have no research

Daily Newspaper Ad Volume

In Canada

Year	Total
1960	$156,600,000*
1959	155,200,000*
1958	152,536,000
1957	146,388,000
1956	142,409,000
1955	127,331,000
1952	94,640,000
1950	76,846,000
1948	59,420,000

*Estimated.

6TH
in retail sales in North America

MONTREAL
Sold on and sold by its morning newspaper

The Gazette
Canada's Best Newspaper

to back up our opinion, and though there are no established standards of competence, we have been drawn to the conclusion that three-quarters of the top people presently employed in our member agencies would probably benefit from further professional training." #

National Weekend Newspapers
Canadian Roto Advertising

NEWSPAPER	PAGES 1960	1959
La Patrie	208.8	411.8
La Presse	825.6	841.5
*Perspectives	719.3	119.2
Star Weekly	880.4	918.3
Weekend Magazine	959.2	1,064.2
GROUP TOTAL	3,593.3	3,355.0

*First published Sept. 12, 1959, as French-language edition of Weekend Magazine.

'To Get the Authentic Personality' . . .

Advertising to French Canada? Don't Translate or Adapt; Start Afresh

Experts Deplore Bad Ads, Salesmen Who Don't Speak French

MONTREAL, Nov. 17—French-Canada, a land of 4,884,000 individuals (nearly 29% of the country's population), who last year spent $3.8 billion at retail (24% of Canada's total), is a land that finds itself perennially ignored by advertisers.

"Why is it," asked Jean Tougas, director of French marketing for Ronalds-Reynolds and a vp of Le Publicite-Club de Montreal, "that too often a province representing 24% of Canadian retail sales is treated in an irresponsible fashion by advertisers?" M. Tougas supplied his own answer: "Simply because advertising managers and account executives do not give serious enough consideration to this market on the assumption that it is a problem market to which there is no solution."

■ "Quite often," according to M. Tougas, "advertising in French Canada is labeled as lacking intelligence. The major reason justifying this accusation is that advertising is prepared first for the U.S. or for English Canada, and then translated for the province of Quebec. The translation therefore lacks the flavor of the ad originally prepared for the French-language market, and sometimes misses the goal entirely.

"A manufacturer who honestly wants to sell the lucrative French market should consider the creative phase, so that his advertising will reach and persuade, instead of insulting, potential customers. Translations and poor adaptations of English-language ads often are reasons why French-market coverage will be ignored and will send sales curves downward."

Caron St-Denis Valiquette Bouchard Goyette Guerin Tougas

LES CANADIENS—*Some of the officers of Le Publicite-Club de Montreal, French Canada's ad club, are shown at a recent meeting. With President Jacques Bouchard of Labatt's Brewery, are vp Rene L. Caron of Foster Advertising; secretary Jeannine Guerin of Vickers & Benson; vp Jean Tougas of Ronalds-Reynolds Advertising; Gerry St-Denis of Baker Advertising; Maurice Valiquette of CBC, and Pauline Goyette of TV & Radio Production Inc.*

■ M. Tougas told AA that large manufacturers "still have today inadequate sales staffs in the Quebec province. Some companies continue to send salesmen who have no knowledge of the French language, let alone the French mentality. They'd be better off recruiting personnel inside the province—people who speak the language, who know regional characteristics."

Taking up another phase of advertising, M. Tougas declared: "Quite often manufacturers ruin the distribution of their products through lack of support at the point of purchase. This is particularly true in the province of Quebec where very often display cards and pamphlets cannot be obtained in French because the budget does not permit such an expense.

"Once again I sympathize with the poor salesman who must invent reasons for covering the absence of French-language literature on how to use, operate or service the product he sells."

■ Maurice Watier, supervisor of French services for F. H. Hayhurst & Co., Montreal, pointed out that French-Canadians eat and dress like everyone else, "but they are very different culturally." M. Watier added that while there are about 49 major English consumer media, there are 205 French media in Quebec (including dailies, rural weeklies, radio and tv stations).

An advocate of original advertising for the French-language market, M. Watier said that "to get the authentic French personality into your advertising, creation is superior both to literal translation and to free adaptation.

"Advertising to a national group," he continued, "should reflect the personality of that nation or group. English-speaking advertisers and their agencies control most of Canada's national advertising, and they unconsciously take advantage of their financial position to force translations down the throats of French-Canadians.

"How can one understand that adaptations are preferable to translations, and refuse to go one step

IN CANADA
PUT YOUR MONEY
WHERE YOUR
MARKET IS...

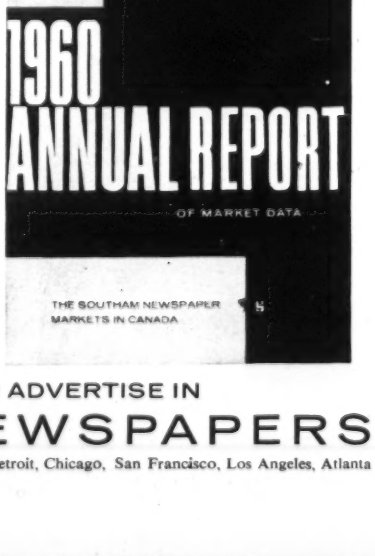
IN A SOUTHAM NEWSPAPER

It's all here under one cover... all the information you'll need to sell each of the bustling Southam cities across Canada! Here's complete market data on these giant portions of Canadian buying power... what they earn... what they produce... what they buy. This vital report proves that Southam cities are necessary for effective marketing in Canada... and that Southam newspapers reach them best! Every Southam newspaper offers colour, too, for extra impact in these important Canadian markets!

WRITE FOR FREE 1960 MARKET DATA REPORT

WRITE OUR U.S. REPRESENTATIVE FOR THIS FREE REPORT

THE OTTAWA CITIZEN
THE HAMILTON SPECTATOR
THE NORTH BAY NUGGET
THE WINNIPEG TRIBUNE
THE CALGARY HERALD
THE EDMONTON JOURNAL
THE MEDICINE HAT NEWS
THE VANCOUVER PROVINCE
(Published for Pacific Press Ltd.)



IN CANADA YOU GET ACTION WHEN YOU ADVERTISE IN
THE SOUTHAM NEWSPAPERS
U.S. REPRESENTATIVE: Cresmer & Woodward Inc. (Can. Div.) New York, Detroit, Chicago, San Francisco, Los Angeles, Atlanta

The biggest single selling force in CANADA

WEEKEND Magazine was born nine years ago. In 1959, a French language edition, Perspectives, was launched making Weekend Magazine/Perspectives a truly national Canadian publication.

Editorially, Weekend Magazine/Perspectives writers and photographers criss-cross Canada and the world to provide its millions of readers not only with the best in reading but the reading they like best—the fascinating story of people.

Its editorial calibre, the quality of its color reproduction and the acceptance by its readers are confirmed by its advertisers. Year after year advertisers invest more dollars in Weekend Magazine/Perspectives than they do in any other magazine in Canada.

Weekend Magazine/Perspectives has the coverage, power, penetration and the prestige to do a big job in a country where a big job must be done. It is your entry into 4 out of 10 of all the homes across Canada, a total of 1,880,000, as part of the weekend editions of 35 leading newpapers.

The biggest single selling force in Canada. Reaching over 1,880,000 Canadian homes every week.

Weekend MAGAZINE / AND ITS FRENCH LANGUAGE EDITION **Perspectives**

further and admit that creations are far superior to translations? The French-Canadian culture and personality do exist. It is beyond comprehension that French-speaking Canadians do not yet see their personality in the advertising that is meant for them. Quebec is different and should be treated differently. *Pensez Francais*—with all that it implies in the making of genuine French advertising," he urged.

■ One of the major developments in the French-Canadian market this year was the publication of a series of 12 market studies by the French Publicite-Club de Montreal. These "French market files" cover the following economic regions: Gaspe-South Shore; Saguenay-Lake St. John., Quebec; Trois-Rivieres; Eastern Townships; Montreal, belt; Montreal, metropolitan; western Laurentians; Western Quebec, North Shore and New Quebec, and other provinces. The 12th market study covers "advertising sociology bulletins." The Publicite-Club said the files could help advertisers decide how much money they should spend on promotion, and could provide a run-down on the value of an economic area as well as of the media serving it.

Canada's Population
Estimated, Sept. 1

	1960	1959
Total	17,930,000	17,550,000
Ontario	6,130,000	5,990,000
Quebec	5,140,000	5,032,000

Other highlights of the advertising year:

• The establishment of a two-year course in advertising—the first ever to be organized on a permanent basis—at the Ecole des Hautes Etudes Commerciales of the University of Montreal.

• The appearance of a second French-language television station in Montreal (a privately-owned station that begins broadcasting early in '61). #

Shapiro Named Head of Belo Broadcasting Properties

A. H. Belo Corp., Dallas, parent organization of the *Dallas Morning News*, has appointed Mike Shapiro general manager of all broadcasting properties.

Mike Shapiro

Mr. Shapiro, who will continue as manager of WFAA-TV, Dallas, succeeds the late Alex Keese. In connection with his new appointment, Mr. Shapiro announced that Richard E. Drummy Jr. will become assistant manager of WFAA-TV and will continue as director of sales for tv.

Cody Resigns from Grant

John M. Cody has resigned as vp and manager of Grant Advertising, Hollywood. He said recent organizational and account changes dictated the action. The Grant Hollywood office merged with Robinson, Fenwick & Haynes, Los Angeles, earlier this year, with the combined offices now under the Grant name and Elwood J. Robinson becoming exec vp in the office.

Sweeney to 'Hi-Fi/Review'

Jerry Sweeney, formerly with *Playboy*, has joined the New York sales staff of *Hi-Fi/Stereo Review*, New York.

Leading Canadian Agencies in Spot Placement

Aug. 1, 1959, to July 31, 1960

RADIO	TELEVISION
1. Cockfield, Brown & Co. (1)	1. Young & Rubicam (3)
2. McCann-Erickson (3)	2. Cockfield, Brown & Co. (1)
3. MacLaren Advertising Co. (2)	3. MacLaren Advertising Co.*
4. J. Walter Thompson Co. (4)	4. Foster Advertising (6)
5. McKim Advertising (8)	5. J. Walter Thompson Co. (2)
6. F. H. Hayhurst & Co. (7)	6. Spitzer & Mills (5)
7. Spitzer & Mills*	7. McKim Advertising (4)
8. Vickers & Benson (9)	8. Baker Advertising Agency (7)
9. Leo Burnett Co.*	9. Leo Burnett Co.*
10. Needham, Louis & Brorby*	10. E. W. Reynolds Ltd. (9)

* Not in top ten last year. ( ) Rank last year.
Source: All-Canada Radio & Television.

Radio Copy Should Be Specialized for Radio, Losee Says

CLEVELAND, Nov. 15—Advertisers were warned here yesterday against borrowing copy from a newspaper ad or the voice track from a tv commercial for use in their radio ad schedules.

Wilmot (Bill) Losee, general manager of AM Radio Sales, told the Cleveland Sales Executives Club that an advertiser needs a radio specialist in his own office or at his agency. But the advertiser need not think that he must do the job alone, Mr. Losee pointed out, because his station representative and the Radio Advertising Bureau are eager to assist him.

At the same time, Mr. Losee chided advertisers and broadcasters for reminiscing about radio's golden past instead of looking forward to an even greater future. "Nostalgia is neuralgia," the radio station representative said. "In today's exciting world, we can't be bothered by those rainy-day twinges." Speaking on radio's 40th anniversary, he added, "Life begins at 40. People like radio for innumerable reasons. It condenses the news. It brightens the housework. It amuses small children. It comforts the sick. It whisks the stay-at-homes around the world. These various groups of people are all consumers—your target." #

GE Buys 'Gershwin Years'

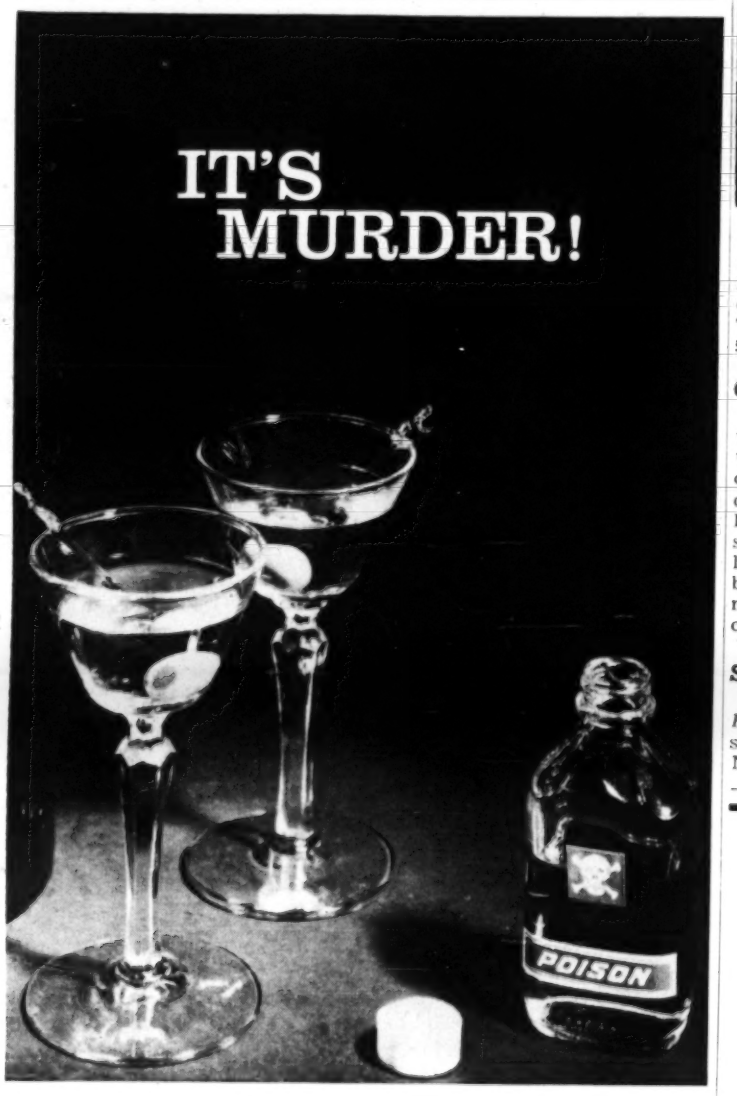
General Electric Co., New York, will sponsor "The Gershwin Years" on CBS-TV, Jan. 8, at 8 p.m., EST. The 90-minute musical special was purchased through Batten, Barton, Durstine & Osborn.

Rose Mfg. Names Winters

Rose Mfg. Co., Tucson, manufacturer of masking tape applicators for use in industry, has appointed Curtis Winters Co., Los Angeles, to handle its advertising.

Musec Joins Gardner

Ralph J. Musec, formerly with Farmers Mutual Insurance Co., has joined Gardner Advertising Co., New York, as office manager.



That's not to say we've got homicidal tendencies. It's just to point up the exciting fact that this season KVOS TV programming is the kind that plays mayhem with everybody else's audience ratings. It's quite an onslaught. And it aims at keeping the *biggest* percentage of viewers in the Vancouver-Victoria market. We don't do it with odd-ball scheduling, but with a powerhouse of CBS network shows: top favourites like Ed Sullivan, Gunsmoke, Garry Moore, Have Gun, Will Travel, G.E. Theatre, and new blockbusters like Candid Camera, Pete and Gladys, The Aquanauts, The Witness, and Route 66. It's a task force loaded to thrust home your sales message with tremendous impact.

IN VANCOUVER-VICTORIA ALL EYES ARE ON CHANNEL 12

KVOS TV CBS

STUDIOS & OFFICES—Bellingham, Washington • **VANCOUVER OFFICES**—1345 Burrard St.—MUtual 1-1212 • **STOVIN-BYLES LIMITED**—Montreal, Toronto, Winnipeg **FORJOE TV INC.**—New York, Chicago, Los Angeles, San Francisco

Where do you find

LPJ

readers in

LA PROVINCE DE QUEBEC

?

LE PETIT JOURNAL *can produce results* for you.

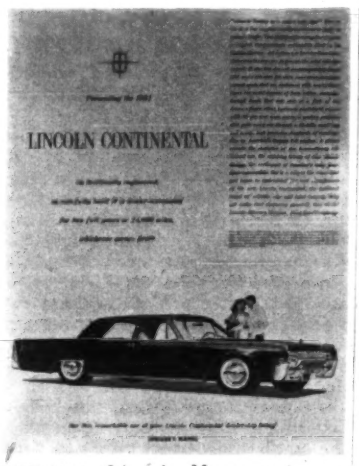
EVERYWHERE!

IN THE CITIES ESPECIALLY

Montreal, Quebec City, Three Rivers, Sherbrooke—in every Quebec Province city over 25,000 you'll find LE PETIT JOURNAL consistently delivering the highest circulation of any weekend paper, French or English. Market *quality?* Just check these facts:—Nearly half of the L P J readers own their own homes. It has the highest circulation in the 15-to-25 age group where buying patterns are formed . . . and among skilled laborers. 57.2% read French *only*—you can't reach them from "outside"! Whoever your best customers are, chances are good you'll find them in a responsive mood—reading this alert and progressive language publication.

LE PETIT JOURNAL
Au Service du Public

5460 Royalmount Ave. Montreal 9, Que.



EXPENSIVE—*Lincoln-Mercury is using newspaper ads like this plus bleed spreads in Life, Newsweek, The New Yorker, The Saturday Evening Post, Sports Illustrated and Time for its luxury-price Lincoln-Continental. Network tv will also be used.*

Bay Area Negroes Increase 50% Since 1958, KSAN Finds

SAN FRANCISCO, Nov. 15—The second volume of Radio Station KSAN's consumer survey of the Negro in the Bay Area has just been released. The first volume was issued in 1958.

Comparison of the two reports shows that the Negro population in the area has increased 50%, from about 200,000 in 1958 to 300,000 in 1960. Educational level has risen too. The number completing high school has gone up 20%; those having attended some college have increased 25%; and those completing college have increased 35% over 1958.

Occupations have shifted since 1958, according to the survey. The unskilled labor force has declined 36%, and the skilled labor force, represented by unions, has increased 20.5%. Professional occupations have increased 136% and government employes have increased 49%.

■ A major portion of the study includes brand preferences. Here are some of the leading brands in various categories among the Bay Area Negroes:

Baby foods: Gerber is the leading brand, followed by Beechnut and Heinz. Cake mix: Betty Crocker, first; Duncan Hines, second, followed by Swansdown. Canned soups: Campbell, first by a wide margin, being the choice of 89.5% polled; Heinz second; and Rancho third. Dry cereal: Kellogg's first (87%); Post second; General Mills third.

■ Instant coffee: Maxwell House first; Folger's second; Hills Bros. third. Frozen dinners: Swanson first; Birds Eye second; Morton third. Beer: Burgermeister first; Falstaff second; Budweiser third. Soft drinks: Coca-Cola first; Seven-Up second; Pepsi-Cola third.

Cigarets (women): Viceroy first; Salem second; Philip Morris third; (men) Camel first; Pall Mall second; Salem third.

Automobiles: Chevrolet was the top favorite, followed by Ford, and then Buick.

■ The survey was conducted at the annual KSAN Food, Home and Living Show in Oakland May 12-15, 1960. Respondents were selected at random among those attending, 402 females and 102 males. A free copy of the complete report is available to advertisers and agencies on written request to Radio Station KSAN, 1111 Market St., San Francisco. #

Airkem Moves to Persons From Kastor, Hilton

Airkem Inc., New York, manufacturer of odor control products, has named Persons Advertising, New York, to succeed Kastor, Hilton, Chesley, Clifford & Atherton, New York, as its agency.

The switch followed the departure of Austin Lempit, account executive at Kastor, Hilton, to Gaynor & Ducas recently. Offered the account, which currently bills about $40,000, Gaynor & Ducas turned it down as too small. The account came to Kastor, Hilton on the merger with the Atherton & Currier agency about five years ago.

Aylin Names 2, Buys Building, Opens New Offices

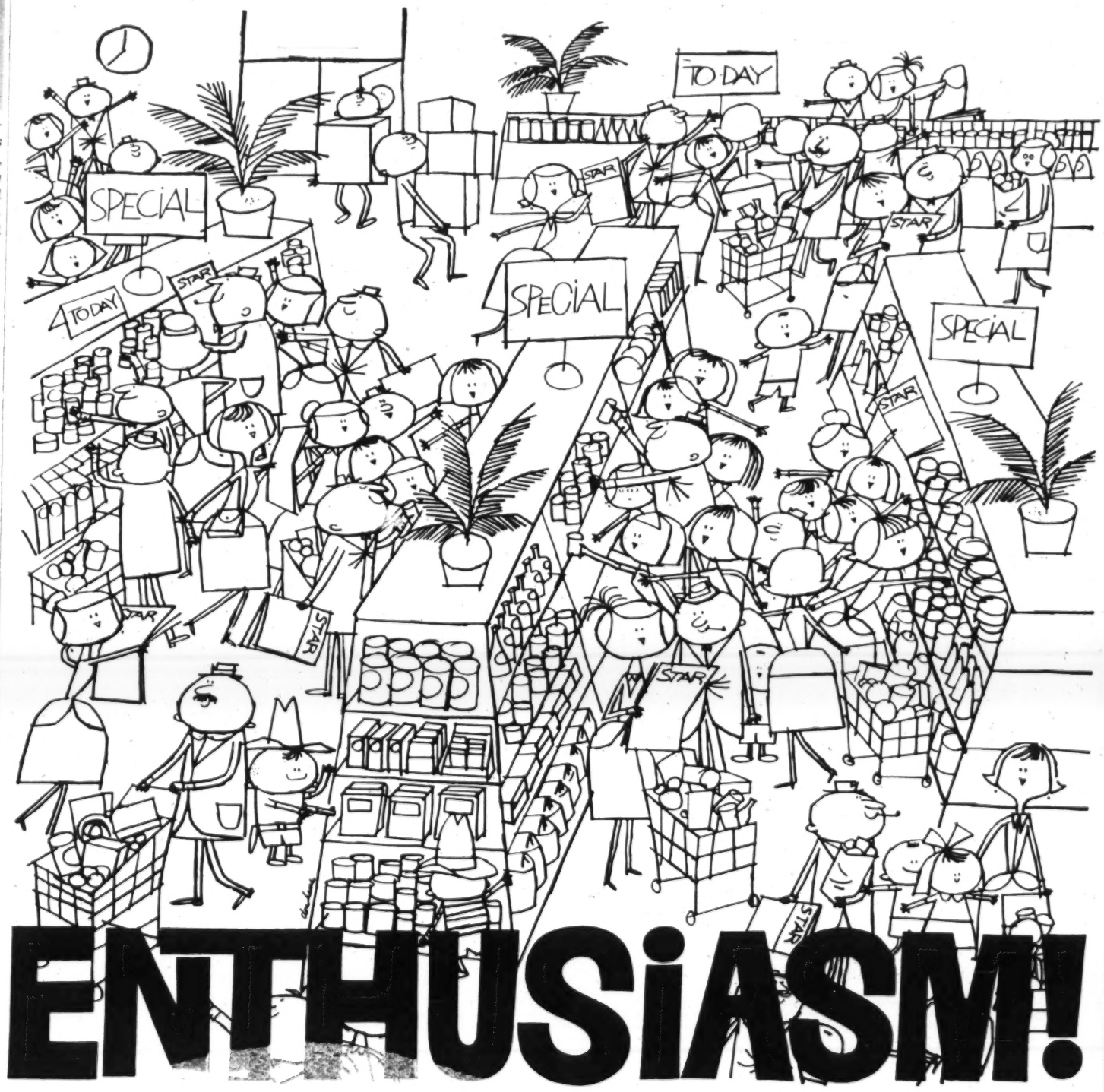
Aylin Advertising Agency, Houston, has established new offices in Beaumont, Tex., and has acquired its own building at 425 Soledad St. for its San Antonio offices. Jack Dahmer, formerly sales promotion manager of KFDM-TV, Beaumont, has been named to head the new Beaumont office. James F. Anderson, manager of the San Antonio office, has been named vp in charge of central and west Texas operations.

Westgate Joins Borden

William F. Westgate has joined Borden Foods Co., New York, as assistant sales promotion manager in charge of in-store promotion material. He formerly managed his own point of sale brokerage business.

Fairchild Names Rosen

Norman Rosen, formerly senior media buyer of Young & Rubicam's Los Angeles office, has joined the Los Angeles ad sales staff of Fairchild Publications' newest newspaper, *Metalworking News.*



ENTHUSIASM!

It's what you get more of when you advertise in the TORONTO DAILY STAR

ENTHUSIASM!

ENTHUSIASM!

It's what more than 625,000 adults in the Toronto Retail Trading Zone bring to their daily reading of the news, features and ads in the Toronto Daily Star. Results happen when a newspaper is as exciting, as feature-filled, as provocative as the Star — day after day after day!

Enthusiasm is every bit as important as giant circulation . . . and the Toronto Daily Star offers the most of both . . . in the market where successful advertising matters most. In Canada's first market, it makes obvious sense to choose Canada's first newspaper.

FIRST in advertising — FIRST in circulation — because it's FIRST in enthusiasm

TORONTO DAILY STAR

In Toronto: 80 King St. West In Montreal: 1255 University St. In the U.S.: Ward Griffith & Co. Inc.

K&E Offices Name Four

Jerome Cowle, creative director of Kenyon & Eckhardt, Chicago, has been elected a vp. In the Toronto office, K&E has appointed Mrs. K. B. Lehman, formerly media director at Bradley, Venning, Hilton & Atherton, media director. Also in the Toronto office, George E. Coles, formerly in the media department, has been promoted to assistant account executive, and M. C. Folkard, formerly an account executive at Brooks Advertising, has been named an account executive. Al Sarasohn has been named a K&E creative group head. An agency vp, he returned recently to the New York office after a year as creative director in Los Angeles.

Hunter & Staples Name Change

Hunter & Staples, Sacramento, has changed its name to Miles S. Staples Advertising. At the same time Sportsmen's Vitamin Corp., manufacturer of vitamins and dietetic supplements; Gold Valley Paint Co., and A. E. Corum & Son, industrial supplier and fabricator of pre-formed plastic fixtures, have appointed the agency to handle their advertising.

Bopp-Decker Names Luckoff

Bopp-Decker Plastics, Birmingham, Mich., manufacturer of plastic containers for the food and dairy industries, has appointed Luckoff & Wayburn, Detroit, to handle its advertising.

IN CANADA
LIBERTY STANDS OUT

★ ★ ★

600,000

average net paid circulation
guaranteed effective with January 1961 issue.

★ LIBERTY has a much larger circulation than its next Canadian competitor:

★ LIBERTY has a larger audience than its next Canadian competitor:

★ LIBERTY's audience is considerably younger than its next Canadian competitor:

★ LIBERTY sells more copies off the newsstand than all other major Canadian English-language magazines combined.

If you'd like the current issue to see why over 600,000 Canadian buyers prefer LIBERTY write to 73 Richmond St. W. TORONTO Canada.

Admen in the News . . . Roger Bolin and Peter Allport

HOT SPRINGS, VA., Nov. 16—Roger H. Bolin, new chairman of the Assn. of National Advertisers, doesn't expect the ANA to launch any startling new projects during the coming year, but he does hope that he will leave office in 1961 with several existing projects considerably further advanced.

Roger H. Bolin

"I hope my administration will be able to implement a number of the important new projects my predecessors have launched," said Mr. Bolin. "I am especially eager to see us make progress in the areas of improving advertising's public image; of digging up more effective methods of evaluating the results of advertising—the so-called 'Project X,' which we are all so intensely interested in; and the whole problem of truth and good taste.

■ "All three of these projects are expected to do everything possible to see that momentum is maintained and definite progress is made.

"As I see the ANA, it should face whatever problems there are and keep abreast of change—ready to move quickly to sound leadership for advertiser thinking, so that our members can take effective action. Right now, I don't see anything of great moment on the horizon beyond the three things I have mentioned, but if something comes up, we'll move decisively to meet it. Otherwise, I anticipate that this coming year will be a year of consolidation and of solid progress on the projects our far-sighted leaders have already laid out."

■ Roger Bolin, who is presently advertising director of Westinghouse Electric Corp., with headquarters in Pittsburgh, came out of Rose Polytechnic Institute, at Terre Haute, Ind., with a B.S. in engineering in 1925, but has spent his whole business life in advertising, and all of it with Westinghouse.

Having been advertising manager of the school paper, and later its business manager, he was predisposed toward advertising when the Westinghouse recruiter visited the Rose Poly campus, and became one of six (out of 350 engineers in training at Westinghouse) who took the "advertising course." He started in the home appliance division at Mansfield, O., and was named manager of advertising of the appliance division in 1937, a post he held until 1949.

Then he moved to Pittsburgh and was named director of advertising in 1957, a post in which he directly supervises three of the 24 advertising departments within Westinghouse, and exercises staff authority over the others.

Westinghouse has about 90 advertising people in Pittsburgh, 65 of them in Mr. Bolin's three departments, and about 250 advertising and sales promotion people throughout the company, not including those engaged in various distribution posts.

■ The ANA post, he thinks, will take about 26 full days away from his desk, not counting routine correspondence, etc. The ANA has eight board meetings, which, with preparation, will take two days each; then he expects to sit in on key committee meetings and to attend regional sessions, etc.

In Roger Bolin's mind, "Project X" is far and away the most important long-range project on the ANA agenda.

"Without in any way deprecating the importance of our other projects," he says, "I feel very strongly that we can make a really important long-range contribution to American advertising and marketing in the area of helping to determine ways to measure the effect and the value of advertising.

■ "I'm convinced that, even if we don't make any spectacular advances, if we keep on whittling away at the problem, we ought to narrow the range of guesswork about what a company can expect to get for the advertising dollars it spends.

"From then on, it's up to our individual members to pick up the ball and apply these ideas to their own situations." #

HOT SPRINGS, VA., Nov. 15—With election of Peter W. Allport as the new fulltime president of the Assn. of National Advertisers, the ANA moves for the first time toward an administration directed by an "association man," rather than by an advertising man. All previous staff heads of the association have been men with long advertising experience preceding their work for ANA.

Although Pete Allport was a copywriter for what was then the Erwin, Wasey advertising agency before he joined the ANA in 1945, the 40-year-old new president of the association has actually spent practically all his business career with the association he now heads. He joined ANA as editor of news publications in 1945, was appointed director of press relations in 1947, and was elected secretary in 1951, a post he has held since. He was also named assistant to the president in 1955 and vp with administrative responsibilities in 1958. He became exec vp on May 18 of this year.

Peter W. Allport

■ Pete Allport's father was in the State Department and then in the motion picture business, and his mother also had a long career with State, having recently returned to Washington from a tour of duty as press and cultural attache in Switzerland and Germany. He had scarcely received his B.A. degree from Brown University in 1941 before he joined the Navy, from which he came out a lieutenant after suffering severe wounds in an anti-aircraft gun accident aboard the aircraft carrier Bennington.

■ The association over which he now presides has grown about one-third in membership in the past decade or so, and now embraces 679 member companies, including major subsidiaries and divisions. It has an annual budget somewhat in excess of $500,000, a headquarters staff of 34, and its membership probably represents well over three-quarters of all the dollars spent in national advertising in the U. S.

As does Roger Bolin, new ANA chairman, Pete Allport feels that the single most important task facing the ANA is to advance "Project X," and thus to help member companies to determine what their advertising is accomplishing in more certain terms.

"To evaluate advertising more effectively," he says, "we need first to define more precise functions and goals for advertising. The pattern has been to set marketing and sales goals and then to say that these are also advertising objectives. But if you do this, it is practically impossible to break out advertising's contribution from that of product, sales force and the other factors that influence sales.

■ "Our next most important continuing job is to carry on a sort of adult training program for people in advertising, so as to make them more competent managers and practitioners. In this direction, I hope we will be able to continue and perhaps expand our program of informal workshops devoted to specific advertising topics, such as research, cooperative advertising, agency relations, etc. We now have 12 such workshops, and they have proven enormously popular with our members."

Another area in which ANA can be expected to be more active, Mr. Allport says, is in media relations. "In the past," he pointed out, "advertisers have been inclined to consider this the special function of the agencies, and ANA has not been too active in this area. But it is clear our members are becoming increasingly interested in the whole media relations subject, and we shall be doing more here.

"The workshops we are now cooperating in, with newspapers and magazines, have proven useful, and we hope to expand action on this front."

■ Is ANA satisfied with the position of advertisers *vis a vis* agencies, or does it feel that further studies or pronouncements are necessary?

"I don't see," says Mr. Allport, "how further discussion of agency relations and agency compensation can be avoided. As the agency takes on a broader role, advertisers are bound to look at their agencies as a more integral part of their operations and are bound to review their relationships, including their compensation arrangements.

"All of us in ANA are convinced, I think, that the present trend inevitably calls for more individually tailored patterns of agency compensation. More and more advertisers are going to pay their agencies fees, based on services demanded and required, rather than resting the compensation arrangements on commissions from advertising.

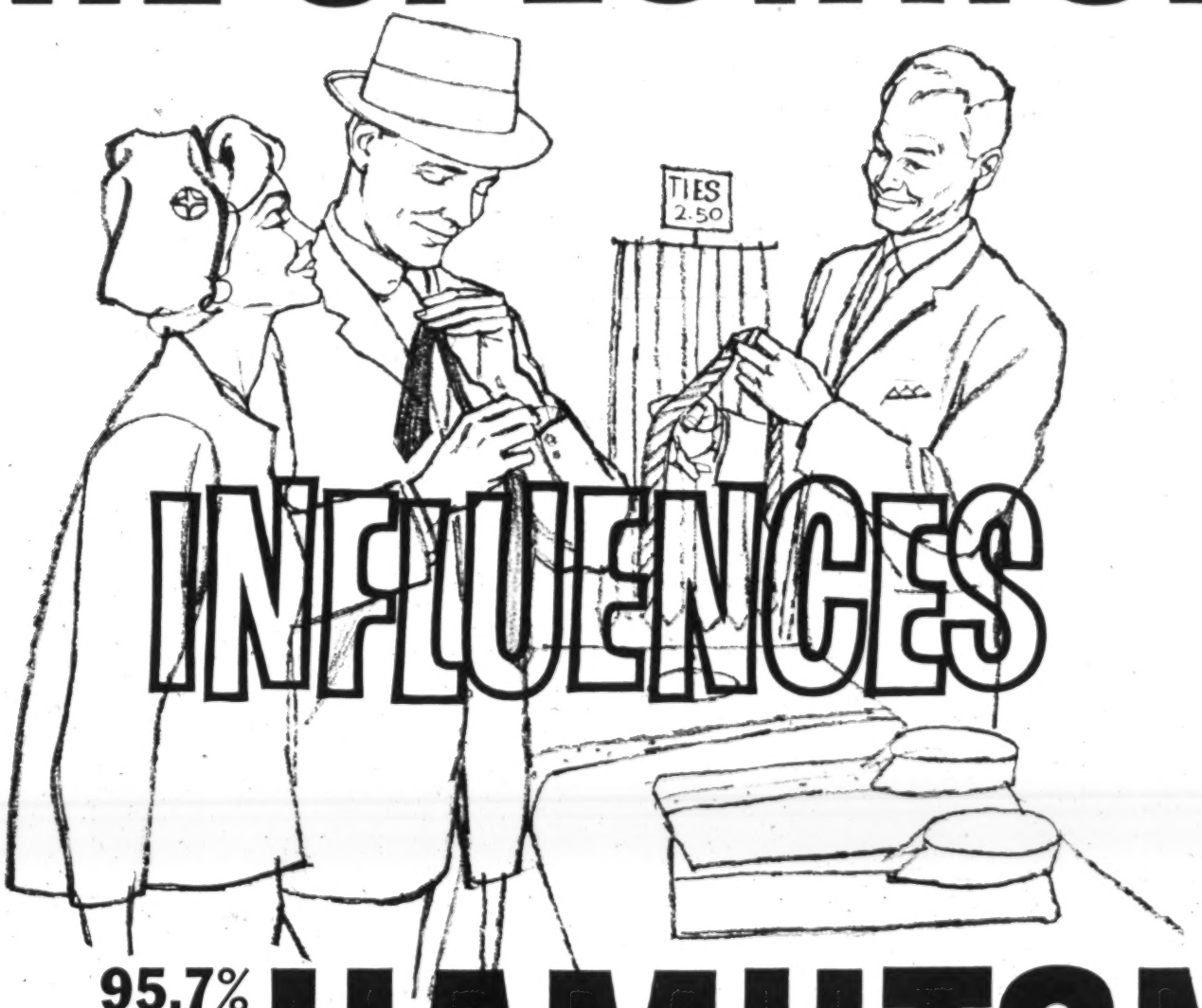
■ "But that doesn't mean that the commission system, as it is practiced by media, is necessarily going to change. I don't see any particular necessity for changing this. Advertisers and their agencies can work out compensation systems within the framework of the existing media commission system." #

LEADING CANADIAN
MARKETING MEN AGREE
If You Want to TEST CANADA
TEST LONDON ONTARIO
WITH

Here is an able-to-buy market
that can give you a
Canadian opinion or reaction
that will run true to form
across the nation.
Small enough for easy
distribution and checking;
large enough to give
a good sample.
A cooperative market
with cooperative media.
May we help you?

The London Free Press
Western Ontario's Foremost Newspaper

THE SPECTATOR



INFLUENCES

95.7% OF ALL HOUSEHOLDS IN HAMILTON

ONE OF CANADA'S TOP 5 MARKETS*

And that's no idle boast. Your advertising will enjoy maximum impact in Metro Hamilton when it appears on the pages of The Spectator. That's because The Spectator is *the medium the people of Hamilton know best and trust most.*
Sell this booming 410 million dollar market the most effective way possible . . . through the pages of . . . The Hamilton Spectator.

* MONTREAL • TORONTO • VANCOUVER • WINNIPEG • **HAMILTON**

The Hamilton Spectator

ONE OF THE EIGHT SOUTHAM NEWSPAPERS IN CANADA

UNITED STATES	GREAT BRITAIN	TORONTO	MONTREAL
Cresmer & Woodward Inc. (Can. Div.) New York, Detroit, Chicago, San Francisco, Los Angeles, Atlanta	34-40 Ludgate Hill London, E.C. 4 England	The Southam Newspapers 88 University Ave. K. L. Bower, Manager	The Southam Newspapers 1070 Bleury St. J. C. McCague, Manager

Purex Aims at 'Mature Interest' in TV Specials

Some Are Controversial, but Company Won't Try to Censor—and They Sell

SOUTHGATE, CAL., Nov. 15—Critical acclaim given Purex Corp. for its sponsorship of "controversial" programs on its schedule of one-hour specials on NBC-TV tends to overstate the case, according to Leslie Bruce Jr., advertising director.

"I feel it should be made clear we are not interested in controversial programs as such. What we are looking for is high quality entertainment that is mature and appeals to the interests of audiences," he said.

Purex will sponsor the complete NBC-TV coverage of the Presidential inauguration Jan. 20 (AA, Nov. 14). Purex will pay for a minimum of five hours of network time, between the parade, starting at 11 a.m., and the inaugural ball after midnight. The actual swearing in of the new President will be telecast by NBC as a public service.

■ Tv critics tend to point to such Purex-sponsored shows as "The Sacco-Vanzetti Trials," "Call Me Back," "The American," "What Makes Sammy Run," and "The Ira Hayes Story." But other programs have not been controversial, Mr. Bruce pointed out. They include "Mark Twain," "The Jazz Age" and "Not So Long Ago."

"We get into the controversial area because one can't get into good theater without having some controversial aspects. So we are not afraid of subjects that make good tv programming," he explained.

Mr. Bruce cited an organization policy statement of "Programming of Purex TV Specials," which was formulated and issued in January, 1960, when sponsorship of the specials began. It reads:

"Purex Corporation Ltd. has purchased from NBC-TV network a series of hour programs to advertise its products. In selecting a series Purex tries to pick a variety of programs, each of which will appeal to a substantial segment of American families. After selecting a series or a program, Purex's policy is to leave the production of the show in the hands of the network. Purex does not censor the program but relies on the good judgment and integrity of the network to provide the best possible entertainment and to present it with dignity and good taste.

■ "Censorship by the advertiser of the content of a tv program would endanger any dramatic or historical values the program might possess. It would be comparable to trying to control the content of any magazine or newspaper in which we advertise.

"Purex recognizes that its noncensorship policy and the network's efforts to meet public demand for vital and more interesting programs at times lead to the presentation of material on which strong differences of opinion may exist. To avoid such subjects as program material simply because of these differing opinions would severely limit the scope of tv entertainment. Sponsor domination that extends to imposing such limitations on programming, in our opinion, is not compatible with the network's obligation to the FCC and is not in the best interests of the public.

"We have strong evidence that the millions of viewers who see our programs recognize their value not only as good entertainment, but as a real contribution to our American way of life, which does not suppress differing opinions."

■ Sponsorship of the specials accounts for some 50% to 60% of the Purex budget. The remainder of the budget goes into "everything but outdoor," Mr. Bruce said. This includes some use of spot tv for area campaigns, and to get adequate coverage of the company's numerous products.

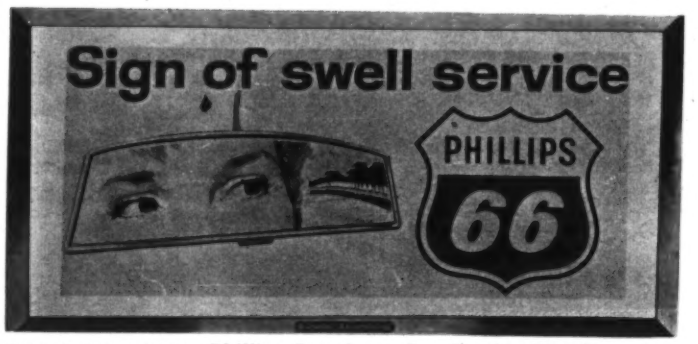
Purex has been in network tv since the 1955-'56 season, when it bought "The Big Surprise," which it again sponsored the following year. "Perry Mason" was sponsored the first part of the 1958-'59 season. From January, '59 until January, '60, Purex put its major push in print, although several programs were sponsored briefly in the summer of 1959.

Since January, '60, Purex has sponsored seven specials in the January-June period, and eight repeats of "Project 20," and "Sunday Showcase," through the summer months. In the season now under way, a minimum of five, and possibly seven, specials will be sponsored.

To date, Purex executives are well pleased with the specials, which they call "a good and successful advertising vehicle." An analysis of Nielsen ratings for the first six months of 1960, Mr. Bruce said, shows the specials have a cost-per-1,000 of $4.16, compared with the average of $4.78 for all network hour programs. Ratings have ranged from 13.3 to 28.

■ The size of the audience has varied from 6,000,000 homes for the second part of "Sacco-Vanzetti" to 12,000,000 homes for "Not So Long Ago." Mr. Bruce said that 80% of the viewers were adults, "among the highest such ratings in network tv."

Another measurement considered important is that provided by Gallup-Robinson research on the impact of commercials. Mr. Bruce said Purex is pleased with the findings, which "show that our messages are getting through, that our salient points are reaching people, that they can recall them. Over-all we have fared better on



EYE-ING THE WOMEN—*Phillips Petroleum Co., Bartlesville, Okla., has doubled its outdoor coverage to court the growing number of women drivers—35,000,000 today and expected to reach 77,000,000 by 1965. Lambert & Feasley, New York, is the agency.*

products in these shows than the norm for commercials over the past seven to eight years.

"This is particularly satisfactory," he said, "because we are in an industry of relatively low interest as compared to such products as automobiles, appliances, etc. We expected a lesser degree of impact, and the fact we fared so well would seem to indicate that the viewer was being appreciative and finding a lasting value in the programs, with this giving a 'halo' effect to commercials."

A third dimension, "consumer response," is also satisfactory, Mr. Bruce said. "Usually, mail is negative, and not very large. The specials have increased the amount of mail we received, and it has been preponderantly enthusiastic about the programs," he said.

■ There has also been a favorable response from the Purex sales organization. This results, according to Mr. Bruce, from enthusiastic comments received in daily calls on customers, and particularly from comments by important buyers.

His conclusions? "There is a tendency on the part of advertisers to underestimate the maturity and relative sophistication of the tv audience. There must be a lot of people who want this kind of entertainment."

Having these feelings about the nighttime specials, Purex has signed to sponsor a series of daytime specials for women. These will cover such subjects as "The Frigid Woman," "The Working Mother," "Inter-Marriage," "The Suburban Housewife," "The Single Woman," "Menopause," and "Infidelity."

The corporation's viewpoint is expressed by Alan Stoneman, Purex president, in the company's recent annual report: "And while advertising is only one of a number of factors responsible for our record in sales and earnings, the past fiscal year, with 11% increase in sales volume, and 19% increase in earnings, would seem to support our belief that our advertising policies, as well as our intensified sales effort, are effective."

Edward H. Weiss & Co., Chicago, is the agency of record for network tv on all products, but Purex's other agency, Foote, Cone & Belding, is responsible for commercials for the products it handles. #

'Look' Names Five

Look has named Philip F. Quinn, Bruce McNaughton and Peter Barber to its New York sales staff and Randolph Owsley Jr. to its Chicago sales staff. Mr. Quinn formerly was with Benton & Bowles. Mr. McNaughton was with *Business Week*. Mr. Barber was with International Motor Sales, and Mr. Owsley was with Canada Dry Corp. C. S. (Larry) Hanson, vp and ad manager of *Look*, has been elected to the board of Cowles Magazines.

'RM' Set for Bow

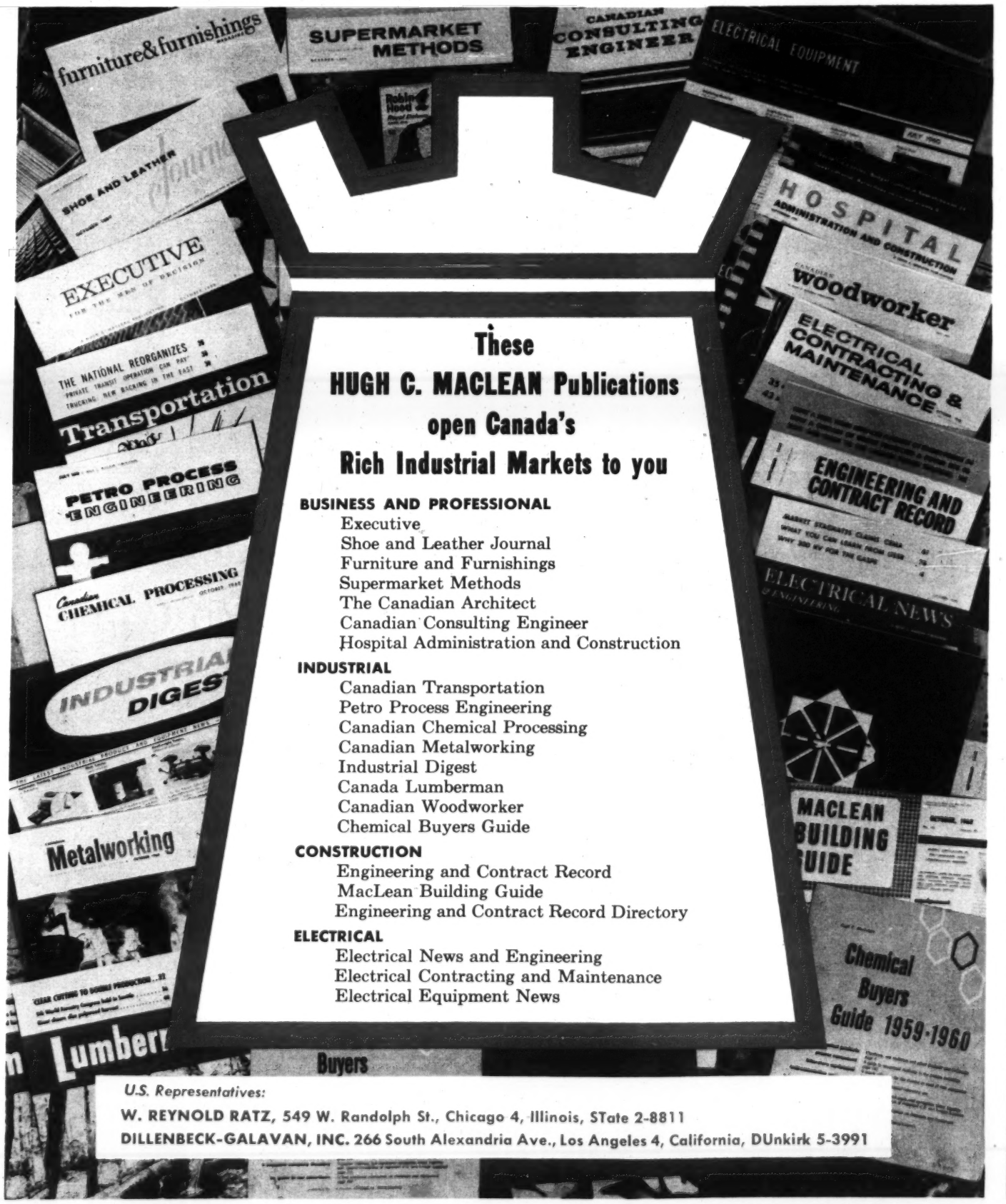
A new bi-monthly magazine, *Reproduction Methods for Business and Industry*, to be known as *RM*, will be published from March, 1961. To be published by the Photography Publishing Corp., 33 W. 60th St., New York, the 7"x10" book will have a guarantee of 20,000. Rates will be based on $680 a b&w page.

Armco Wins Ad Award

Armco Steel Corp., Middletown, Ohio, has won the 1960 annual advertising award of the National Assn. of Sheet Metal Distributors. This is the third time in four years that Armco advertising in support of distributors has received the award.

Engnath Joins Bodine

Richard Engnath, formerly with *Esquire*, has become a principal of Ray Bodine Advertising, New York. The agency has been named to handle the account of RMC Associates, New York, sales engineer representing electronic manufacturers.



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HUGH C. MACLEAN Publications
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BUSINESS AND PROFESSIONAL
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Canadian Metalworking
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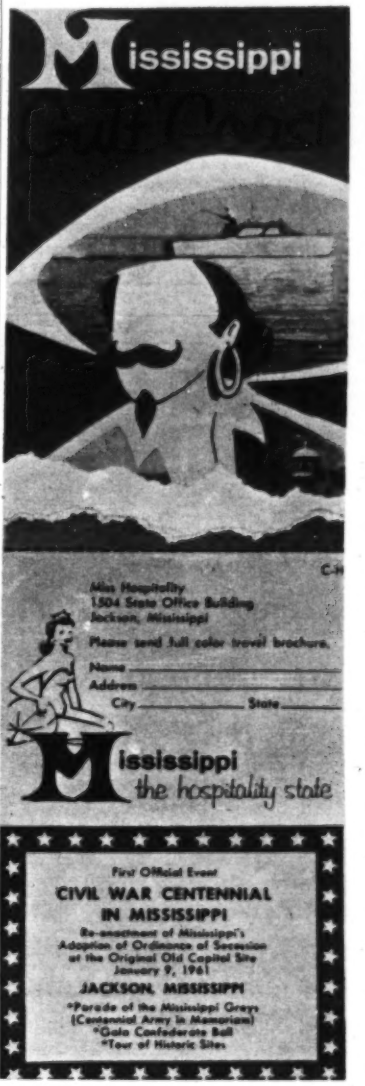
Chemical Buyers Guide

CONSTRUCTION
Engineering and Contract Record
MacLean Building Guide
Engineering and Contract Record Directory

ELECTRICAL
Electrical News and Engineering
Electrical Contracting and Maintenance
Electrical Equipment News

U.S. Representatives:
W. REYNOLD RATZ, 549 W. Randolph St., Chicago 4, Illinois, STate 2-8811
DILLENBECK-GALAVAN, INC. 266 South Alexandria Ave., Los Angeles 4, California, DUnkirk 5-3991



TO MISSISSIPPI—*This first of a series of six ads, scheduled for national magazines and newspapers, will break in the December Holiday. It is part of the largest ad campaign ever undertaken by Mississippi to promote tourism. Godwin Advertising Agency, Jackson, is the agency.*

Mississippi Keys Ads to Centenary of War 'Tween States

JACKSON, MISS., Nov. 15—The state of Mississippi has embarked upon its largest advertising campaign to promote its tourist attractions and events of the Civil War centennial.

The state has scheduled a series of ads in magazines and metropolitan newspapers.

Magazines to be used include *Holiday*, which will carry a series of six monthly insertions beginning in December, plus *The Saturday Evening Post, Redbook, National Geographic Magazine*, and teachers' magazines and motor club publications.

■ The first ad in the *Holiday* series features vacation travel attractions of Mississippi's Gulf Coast, "75 continuous miles of beauty, history and fun," with reminders of "an exciting three century-old past." The ad offers a color travel brochure free.

A box at the bottom of the ad notes that the first official event of the Civil War Centennial will be a re-enactment of Mississippi's adoption of the Ordinance of Secession. The re-enactment will be at the original Old Capitol site in Jackson on Jan. 9.

Followup ads in the promotion will feature other centennial events and scenic attractions.

Godwin Advertising Agency handles the campaign of the state's agricultural and industrial board. #

How Net Advertising Revenue of Canadian Periodicals Has Grown

	Newspapers: Daily, Weekend, Weekly, Bi-Weekly and Tri-Weekly	Magazines of General Circulation	Business Papers: Trade, Technical, Scientific and Financial	Farm Publications	Telephone and City Directories	Religious, School, Fraternal, Juvenile, Almanacs, and Others	Total
1946*	$ 49,079,000	$ 5,325,000	$ 7,266,000	$3,200,000	$ 4,615,000	$ 515,000	$ 70,000,000
1951	104,885,000	10,237,000	11,407,000	3,929,000	8,573,000	1,702,000	140,733,000
1952	116,818,000	11,007,000	13,317,000	4,753,000	9,367,000	1,967,000	157,049,000
1953	135,117,000	12,244,000	15,325,000	5,074,000	10,727,000	2,337,000	180,824,000
1954	144,202,000	14,340,000	16,614,000	4,911,000	12,152,000	2,403,000	194,622,000
1955	156,139,000	15,725,000	18,336,000	5,960,000	13,741,000	2,573,000	212,474,000
1956	176,454,000	17,940,000	20,642,000	6,311,000	16,009,000	2,742,000	240,097,000
1957	180,839,000	18,109,000	22,876,000	6,217,000	18,724,000	2,808,000	249,573,000
1958	188,299,000	17,798,000	23,383,000	6,384,000	22,280,000	2,948,000	261,092,000
1959*	192,800,000	19,180,000	25,300,000	6,350,000	23,360,000	3,090,000	270,080,000
1960*	195,000,000	20,800,000	27,500,000	6,100,000	25,500,000	3,100,000	278,000,000

*Estimates of Maclean-Hunter research department. Source: Dominion Bureau of Statistics. "The Printing Trades"; Business Newspaper Assn. of Canada.

Recession Signs Hit Canada, but Spirit Is High

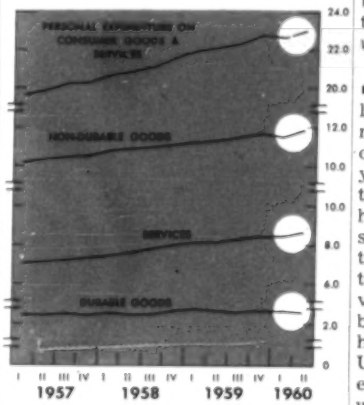
(Continued from Page 73)

printing, publishing and allied industries. Profits in foods and beverages, rubber, and paper subgroups remained relatively unchanged."

■ Yet the visitor to Toronto and Montreal and Ottawa this autumn sees few, if any, outward signs of recession. The cities are bustling, new homes and office buildings are going up on all sides, the department stores are filled with shoppers. Few people, in conversation, seem affected by what the indices say is a down-turn. And the advertising fraternity—ordinarily the most sensitive, and the quickest to react to economic changes—appears cheerful, even chipper in the face of the occasionally dolorous news reports.

Consumer Spending Bounces Back in Second Quarter

(Billions of Dollars)



COMEBACK—*Consumer spending in Canada made a substantial recovery in the second quarter, following the weakness which had developed in the first quarter, Dominion Bureau of Statistics reported.*

The impression a visitor takes away—economists and the bankers and the researchers notwithstanding—is that Canadians are confident that this will prove just another downward swing in the business cycle, that it won't last too long, and then—onward and upward once more.

■ An adman whose clients are largely in the industrial field commented that 1960 has been a year of watchful waiting, a stop-start year, "but for the past two months things have been moving into high-gear again." An agency man said, "There is talk of clients cutting back, or saying 'let's watch the budget now.' Banks and investment houses suspect there will be a drop in retail sales in 1961—how big a drop nobody knows. Unemployment worries the government. But I personally think we'll have only a slight recession next year. Things won't be too bad if we all sell harder, and better."

There were some encouraging facets in the economic mosaic to which such optimists could point. There was a "substantial" rebound in consumer spending in the second quarter; merchandise exports recovered in July; non-residential building permits were higher. Consumer spending—moving at an annual rate of $23.1 billion, or 1.5% ahead of the first quarter—represented a gain in real consumption since there was no marked over-all change in prices.

■ Balancing the good and the not-so-good on spending, the Dominion Bureau of Statistics concluded:

"When the first half of 1960 is compared with the corresponding period of the previous year, the gain in consumer spending amounts to 4%. In most of the durable categories (radios, electrical appliances, cars), the year-over-year comparison is unfavorable. Thus the increase in spending was concentrated in the non-durable and service categories, particularly the latter. It may be noted that the over-the-year increase in consumer spending in volume terms is somewhat below the average for the postwar years, and that this development has been associated with a smaller than average rise in real disposable income."

■ There are some who see Canada's eventual economic salvation, as does James E. Coyne, governor of the Bank of Canada, in cutting its imports, stepping up domestic production to fill the vacuum and thereby giving everyone a job; and in reducing foreign (mostly U.S.) control over the economy.

The effect, said Mr. Coyne last month in a speech that was widely discussed, "would be not to restrict our production or reduce our standard of living but to galvanize us into such a burst of new creative and productive activity as we have never seen in this country before.

"I feel the time has come when only such an effort can save us and entitle us to share in the progress of the extraordinary modern age which is now opening for the world."

■ He said foreign domination of Canada's productivity had grown so much that "the danger now exists that it may produce stagnation . . .

"The Canadian automobile industry has never built a Canadian automobile designed to meet special Canadian conditions or incorporating Canadian ideas whether good or bad, but has been content to turn out copies of American automobiles planned, designed, engineered and advertised in the U.S. in accordance with American ideas, and, as to 40% of its value, produced in the U.S."

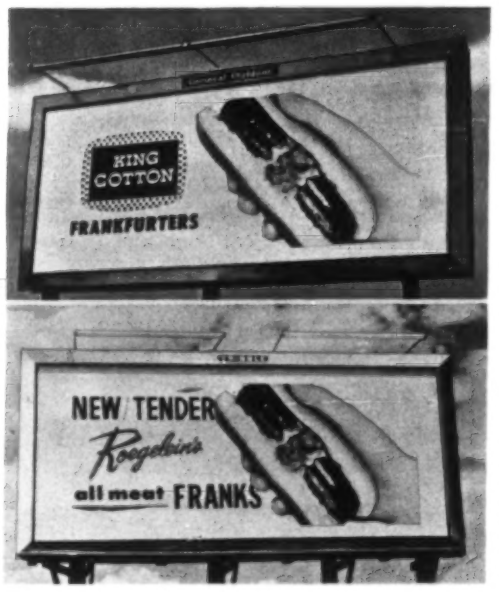
Mr. Coyne said he was confident that Canadian industry could hold its own with that of any nation. "If Canadian industry were in a position which could not be overturned by sudden drastic action initiated elsewhere—while maintaining the test of a reasonable amount of import competition as a check—the spirit of our productive enterprises would be completely transformed, and the results might amaze us." #

House & Garden Circulation Up

House & Garden, effective with its January, 1961, issue, will increase its yearly average net paid circulation rate base from 700,000 to 725,000. Present ad rates will continue through August, 1961.

More than 2,400 curling teams could fit in the convention rooms of the Sheraton Hotels in Canada

SHERATON THE PROUDEST NAME IN HOTELS



VERSATILE—*One Forty Four Corp., Chicago, is providing standardized four-color outdoor posters for sale to regional and local meat packers, who add their own name. Six different posters are available.*

Gross' 144 Corp. Offers Meat Packers Outdoor Ad Package

CHICAGO, Nov. 15—A program to provide local and regional meat packers with low-cost outdoor posters has been announced by One Forty Four Corp.

The company, headed by H. M. Gross, who also heads H. M. Gross Co. agency, provides standardized four-color posters to which the local name is added.

The posters can be sold at a low unit cost because they are mass produced, Mr. Gross said. A single poster can be purchased for $19.75; 100 posters carry a unit price of $12.

■ Six different color designs, developed after research into meat sales in supermarkets, are available.

The program also provides banners, refrigerator cards and other point of sale material. The company is currently planning prize recipe books, tv commercials and four-color newspaper ads for syndication.

The Gross agency has several meat accounts, including Agar Packing Co., Chicago; Nat Buring Packing Co., New Orleans; and Vienna Sausage Mfg. Co., Chicago. #

'Science & Mechanics' Boosts Dandre; Names Klusack

Science & Mechanics, Chicago, has promoted Armie Dandre from a space representative to western ad manager. The magazine also has added William Klusack, formerly with Sutton Publishing Co., to its sales staff. The magazine, owned by Davis Publications, New York, switched from a bi-monthly to monthly schedule with the November issue (AA, Sept. 12). Davis also has moved a section of the advertising department to its New York office, but other departments will remain in Chicago.

Don Dinwiddie, editor of *Science & Mechanics*, has resigned, effective the end of this year, and will move to *Popular Mechanics*. Art Youngquist of the editorial staff has been named to succeed Mr. Dinwiddie.

Durkee's Unfinished Cliffhangers on Radio Elicit Consumer Calls

SAN FRANCISCO, Nov. 15—Here's a radio commercial campaign that not only requires you to listen intently but also to make a phone call to get the whole story.

"Durkee's Perils of Esmerelda," the spot campaign launched for Durkee's mayonnaise, compels the listener to use the telephone if he wishes to learn the outcome of the weekly cliffhanger situations in which Durkee's loyal heroine is left in the broadcast portion of the commercials.

■ Constant victim of "Simon Viper," Esmerelda clutches her jar of Durkee's fresh egg mayonnaise while tied on the railroad tracks in the path of an onrushing steam engine; while struggling in the rapids of a waterfall; while waiting as a giant buzz saw approaches; and while racing barefoot across the snow scant inches ahead of a pack of timber wolves.

The listener who cannot resist must dial a local telephone number to hear the maiden's "own true love" tell the happy ending.

The campaign, handled for the Durkee division of Shedd-Bartush Foods by Cunningham & Walsh, will run in all major California and Washington markets. #

Linde Kicks Off Oxygen Ad Campaign

Linde Co., division of Union Carbide Corp., New York, a major producer of oxygen for industrial purposes, has kicked off an extensive business publication ad campaign aimed at the big steel producers.

The ads will run well into 1961 in *Blast Furnace & Steel Plant, Business Week, Iron Age, Steel* and *The Wall Street Journal*. J. M. Mathes Inc., New York, is the agency.

Cusick, Schwerke Names Cantu

Cusick, Schwerke & Wild, San Antonio, has named Felipe Cantu director of its new Latin American department. Mr. Cantu has supervised Spanish-language advertising for a number of products, most recently for Pioneer Flour Mills.

'Wholesale Grocer News' Names Houston & Walsh

Verst Publishing Co., Chicago, has appointed Houston & Walsh, Beverly Hills and San Francisco, West Coast representative for *Wholesale Grocer News*.

Royal McBee Appoints Boyle

J. P. Boyle, formerly manager of field sales training for Royal typewriters, has been appointed director of marketing services of Royal McBee Corp., New York.

TRAVEL COSTS YOU NOTHING WHEN AN APR MAN DOES IT FOR YOU!

Association of Publisher's Representatives
70 East 45th St.
New York 17, N.Y.
85 members

APR

TRENTON TOPS THE DELAWARE VALLEY

Natty dressers, these Trenton folk. Survey of Buying Power statistics demonstrate they spend more per family on clothing (*and* food *and* furniture *and* cars) than the citizens of any other DelVal city.

AND THE "TIMES" IS TOPS IN TRENTON!

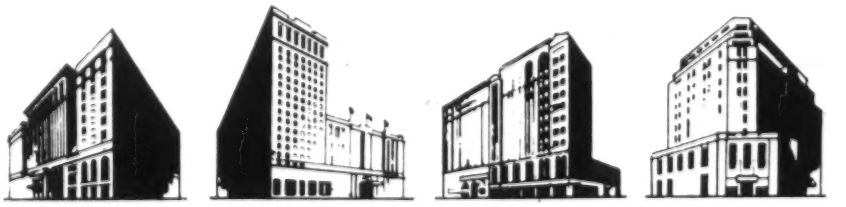
The Trenton Times is the dominant newspaper of its market. That means it reaches 73% of metropolitan area households, 96% of city zone. Beats the Trenton coverage of Philadelphia papers nearly 10 times over.

TRENTON TIMES

Represented by SAWYER-FERGUSON-WALKER CO.

It's a fact: Sheraton's 5 Canadian hotels have convention space for a rousing 9,635 people

Here's the breakdown, by hotel:



Sheraton-Mt. Royal, Montreal*, 4,300
King Edward Sheraton, Toronto, 2,400
Sheraton-Connaught, Hamilton, 1,745
Sheraton-Brock, Niagara Falls**, 1,190

*Additional meeting rooms in the Laurentien, Montreal.
**New Grand Ballroom will hold more than 1,300.

See how Sheraton's outstanding accommodations and more than 20 years of experience in planning and running conventions can help you. For detailed information, contact any of these hotels, or Mr. William Gray, Northern Division Sales Manager, 37 King Street, East, Toronto, Ontario, Canada.

SHERATON HOTELS · Coast to Coast in the U. S. A., in Hawaii and Canada

EAST
NEW YORK
Park-Sheraton
Sheraton-East (the Ambassador)
Sheraton-Atlantic
Sheraton-Russell
BOSTON
Sheraton-Plaza

WASHINGTON
Sheraton-Carlton
Sheraton-Park
PITTSBURGH
Penn-Sheraton
BALTIMORE
Sheraton-Belvedere
Sheraton-Baltimore Inn
PHILADELPHIA
Sheraton Hotel

PROVIDENCE
Sheraton-Biltmore
SPRINGFIELD, Mass.
Sheraton-Kimball
ALBANY
Sheraton-Ten Eyck
ROCHESTER
Sheraton Hotel
BUFFALO
Sheraton Hotel
SYRACUSE
Sheraton-Syracuse Inn

BINGHAMTON, N. Y.
Sheraton Inn

MIDWEST
CHICAGO
Sheraton-Blackstone
Sheraton Towers
DETROIT
Sheraton-Cadillac
CLEVELAND
Sheraton-Cleveland

CINCINNATI
Sheraton-Gibson
ST. LOUIS
Sheraton-Jefferson
OMAHA
Sheraton-Fontenelle
AKRON
Sheraton Hotel
INDIANAPOLIS
Sheraton-Lincoln
FRENCH LICK, Ind.
French Lick-Sheraton

RAPID CITY, S. D.
Sheraton-Johnson
SIOUX CITY, Iowa
Sheraton-Martin
Sheraton-Warrior
SIOUX FALLS, S. D.
Sheraton-Carpenter
Sheraton-Cataract
CEDAR RAPIDS, Iowa
Sheraton-Montrose

SOUTH
LOUISVILLE
Sheraton Hotel
The Watterson
DALLAS
Sheraton-Dallas
NEW ORLEANS
Sheraton-Charles
MOBILE, Alabama
Sheraton-Battle House

WEST
SAN FRANCISCO
Sheraton-Palace
LOS ANGELES
Sheraton-West
PASADENA
Huntington-Sheraton
PORTLAND, Oregon
Sheraton-Portland Hotel

HAWAII
HONOLULU
Royal Hawaiian
Royal Manor
Princess Kaiulani
Moana
SurfRider
CANADA
MONTREAL
Sheraton-Mt. Royal
The Laurentien

TORONTO
King Edward Sheraton
NIAGARA FALLS, Ont.
Sheraton-Brock
HAMILTON, Ont.
Sheraton-Connaught
OVERSEAS
ISRAEL
TEL AVIV
Sheraton-Tel Aviv
opens March, 1961

Nielsen Revenue Up 15.5%

A. C. Nielsen Co., Chicago, and its subsidiaries reported a service revenue of $31,019,342 for the year ended Aug. 31, 1960. This was 15.5% above the $26,858,133 recorded for the 12 months ended Aug. 31, 1959. Net income increased 97% from $1,085,112 to $2,138,252 during the same periods. Improved earnings were attributed to progress made by its British subsidiary, as well as tax credits due to prior years' losses.

Foster Gets Whiz Fizz

Warner-Lambert Canada, Toronto, has named Foster Advertising to handle its Whiz Fizz, a new entry in the instant dry soft drink market. Breithaupt, Milsom will continue on Fizzies, Listerine, Super Anahist and Standard Laboratories, and McKim Advertising will remain on Bromo-Seltzer.

Hameroff & Smith Plans Move

Hameroff & Smith, Columbus, O., will move soon to enlarged quarters in its own building at 1084 S. High St. Included in the building, acquired from the Highland Court Corp., are areas earmarked for test kitchens, conference rooms, library and projection room.

'Saturday Review' Boosts Rates

The *Saturday Review* has issued a new rate card, No. 32, effective with its April 1, 1961, issue. General ad rate will be increased from $1,990 to $2,080 per b&w page, while the weekly net paid circulation guarantee will go from 230,000 to 250,000.

ANA Appoints Lunn

The Assn. of National Advertisers has appointed James Lunn, manager of advertising and sales promotion of Sealtest Foods division of National Dairy Products Corp., chairman of its newspaper committee.

Freeport Names DeBevoise

Charles R. DeBevoise, formerly assistant to the vp in charge of sales of Freeport Nickel Co., New York, has been named manager of market research of Climax Molybdenum Co., New York, a division of American Metal Climax.

Heim Joins Seven Arts

Jack Heim, formerly an account executive with United Artists Associated, has been named a director of special feature sales for Seven Arts Associated Corp., New York, tv film distributor.

★★ **THE DENVER POST** HOME EDITION

The Voice of the Rocky Mountain Empire

Denver, Colo.—Climate Capital of the World

Vol. 68, No. 291 *5 Cents, 80 Pages*

Tourism Hits $400 Million

Colorado Mineral Value Rises

The U.S. Bureau of Mines says in an annual report just issued that the value of all minerals produced in Colorado in 1959 was $313.4 million, a gain of 2 pct. over 1958.

Molybdenum and uranium topped the metals group in production in 1959, the report said, and cement, sand and gravel were the primary nonmetals as Colorado's construction boom rolled on.

Metals accounted for 31 pct. of the value of all minerals produced—4 pct. more than in 1958—and as a group, they advanced in value from $81.8 million in 1958 to $97.2 million in 1959.

Shale Plant Begun

Advances in the Colorado minerals industry included expansion of the Cotter Corp. uranium mill at Canon City from 100 tons a day capacity to 200 tons, and start of work on a 200,000-cubic-yard shale processing plant at Rocky Flats, near Denver, by Great Western Aggregates, Inc., a subsidiary of Ideal Cement Co.

The Bureau of Mines took a rosy view, too, of the American Gilsonite Co. operation near Fruita. The report said the gilsonite processing plant is operating "with increasingly satisfactory results," and that continued expansion is planned since research has developed additional products, including a diesel fuel oil.

The report said Colorado's coal production last year was 11 pct. over 1958, largely because of increased power demands.

The report disclosed that the Bureau of Mines is continuing its long-range investigation of coal utilization at its Denver coal research laboratory.

Studies last year included fluidized low-temperature carbonization of bituminous coals and lignites, coking properties of western coals, carbonization assays and investigations of low-temperature tars.

Total value of Colorado's 1959 gold output was listed as $2,138,000.

The Ajax Mine of Golden Cycle Corp. was top producer, followed by the Idarado Mining Co. Treasury Tunnel-Black Bear-Smuggler Union group of mines.

The Bureau of Mines disclosed that vanadium production ... 23 pct. in 1959, and

Denver Post Photo

LINE OF TRUCKS BRINGS SUGAR BEETS INTO GREAT WESTERN PLANT AT BRIGHTON, COLO.

Scraggly-looking beets will emerge from plant as shining white sugar. Sugar beet crop is rated excellent this year; fine weather has aided harvest.

Visitors Set State Record

Vacation and travel spending in Colorado will hit nearly $400 million in 1960, tourist agencies predicted Saturday. The figure would be an all-time high.

Surveys of major travel agencies and study groups indicated a 1960 tourist crop of about 4,560,000 people. This, too, would be a record.

While all groups cautioned that their predictions are tentative, there seemed to be agreement that travel and spending were up about 5 pct. over 1959.

A number of factors encouraged the hopeful estimate on travel. Colorado this year was host to such national gatherings as the U. S. Open golf tourney, the Shriners convention in Denver and Boy Scouts encampment at Colorado Springs. All drew thousands of visitors.

Additionally, skiing last winter was excellent.

$58 Million Gain

The Colorado Visitors Bureau office in Denver said the 1960 figure of nearly $400 million in spending compares with $342 million for 1959. The number of visitors, approximately 4,560,000, compares with a figure of 4,350,000 for 1959.

The Colorado Advertising and Publicity department, a state agency, has not released figures. It indicated, however, that its mail inquiries, received mostly in the early season, support the estimate of a 5 pct. increase.

A survey of 150 business establishments in the Estes Park area, conducted by the Estes Park Trail, a weekly newspaper, showed that businessmen mostly considered the 1960 summer season as good as 1959.

The Trail's survey showed that attendance at Rocky Mountain National Park for 1960 may surpass the 1956 record attendance of approximately 1,500,000.

Colorado Springs travel appeared to be "about the same as 1959—or down a few percentage points," according to Clayton Banta, manager of the Colorado Springs Chamber of Commerce.

Banta said the Boy Scout Jamboree in July may have scared away some travelers late in the season. But he said the encampment will bring greater business to the area "for the next 10 years."

City Hosts Petroleum Conference

Registration begins in Denver Sunday for the first national engineering meeting ever held in the Rocky Mountain area.

More than 3,000 persons began arriving in Denver Saturday for the 35th annual fall meeting of the Society of Petroleum Engineers of AIME (American Institute of Mining, Metallurgical and Petroleum Engineers).

Headquarters is the Denver Hilton Hotel. Convention sessions and exhibits of latest products in the petroleum industry will be held at City Auditorium.

Sessions during the Denver convention will cover such problems of the profession as well spacing, economics, rock mechanics, secondary recovery processes, gas technology, lodging and formation fracturing.

The Denver meeting will feature 68 papers on petroleum engineering. The convention, in reality, is a "short-course" on new developments in petroleum engineering technology.

President of the Society of Petroleum Engineers is Wayne E. Glenn, who until 1959 lived in Denver as assistant production manager for Continental Oil Co.'s Rocky Mountain area.

He now lives in Houston, Tex., as production manager for Continental.

Included among members of the society's board are two Denverites, R. L. Hoss, a petroleum consultant, and A. E. Collins of Vickers Petroleum Co.

SUGAR CROP BIGGEST

Great Western Factories Busy

The biggest harvest in the history of Great Western Sugar Co. is under way. All 15 Great Western factories in Colorado, Nebraska, Wyoming and Montana are at work processing an estimated 3.9 million tons of beets.

Frank A. Kemp, Great Western president, estimated Saturday his company will pay farmers more than $50 million for their 1960 crop.

"The record harvest in our territory is contributing mightily to the largest sugar crop ever grown in America," Kemp said. "National all-time high production of 2.4 million tons of beet sugar this year is reassuring in view of chaos in Cuba and Castro's sugar alliance with the Communists."

Kemp said perfect weather this summer contributed to the record crop. He said the average yield in Great Western territory is estimated at more than 17 tons an acre and sugar content is well above average.

"This record output of beet sugar means longer factory campaigns than a year ago, and, therefore, bigger payrolls, greater freight payments and greater prosperity for western communities."

... forecast that 1961 will ... the beet country this time of year and see how a multitude of farmers with their harvesting machines and trucks are sending thousands of railroad cars to the busy factories," said Kemp.

"Visit the factories and talk to the townspeople. That gives you some feeling of what the energy of our sugar means to the West."

Kemp forecast an extension early in the next session of Congress for the current sugar act which expires March 31.

The sugar program has won the approval of both parties over the years," he said. "It deserves that approval because it is fair to consumers and to the industry. And in contrast to other agricultural programs conducted with heavy losses, it actually pays the government a substantial profit.

Bank Clearings For September Near Billion

The rising groundswell of business in Denver was sustained in September, bank clearings reveal.

The total for September was $987,213,290, third highest in the city's business history. The highest monthly total on record was $1,027,738,024 in October, 1958, and the second high, in August of this year, was not far behind at $1,020,506,852.

Clearings since the beginning of 1959 are better than their totals indicate, because the potential of clearings was reduced during 1958 by merger of four leading banks into two.

Clearings for the first nine months of 1960 also set a new high at $8,303,855,816 compared with $7,999,764,601 for the 1959 period.

FOR COLORADO

Exports Set At $100 Million

A preliminary estimate by a committee named to work for export expansion in Colorado sets this state's annual export volume at $100 million annually.

The estimate is based on results of a questionnaire mailed to Colorado manufacturers and to more than 320 engineering firms in the state by Dr. Joe Wilkinson, administrative assistant to Gov. Steve McNichols.

The governor assigned Wilkinson to assist the export committee named last spring by the secretary of commerce as part of a nationwide drive to spur exports in a move to halt the flow of gold abroad.

The Colorado committee is headed by Ben Essig.

Wilkinson said preliminary tabulations reveal that 135 Colorado manufacturers have made foreign export shipments in the last 12 months. He said another expressed interest in entering the export field.

Of those already exporting, 35 Colorado firms reported volume in excess of $100,000 a year.

The survey will wind up with the publication of a Colorado export trade directory listing firms in the state in export trade and the products exported. The directories will be distributed around the world through U.S. consulates.

The committee also is working with the University of Denver to develop a course in exporting for businessmen.

AREA DEVELOPING

Writers' Manor Sets $1 Million Addition

By WILLARD HASELBUSH
Denver Post Business News Editor

Work has started on a $1 million annex to Writers' Manor, the luxury highway hotel at 1730

Gano-Downs Co. Plans Branch At Cherry Creek

Gano-Downs Co., a downtown department store since

4-COUNTY AREA

Realty Loans Gain 6.8 Pct. for Month

Real estate loans during September in the Denver metropolitan area amounted to $45,185,930, an increase of 6.8 pct. over the same month last year.

Lloyd Hughes, president of Record Abstract & Title Insurance Co., released the totals Wednesday, showing mortgage loan activity in Denver, Adams, ... Jefferson counties.

New Dutch Masters Cigar Kicks Off in Newspapers

Dutch Masters Cigar Co., New York, is introducing a new luxury-size cigar—Dutch Masters El Dorado—with full-page newspaper ads in nine key cities. Priced at three for 50¢, the cigar is styled "for the man with modern ideas."

Newspapers carrying the introductory ads are the *New York Times, Philadelphia Bulletin, Cleveland Press & News, Boston Herald Traveler, Providence Bulletin Journal, Buffalo News, Hartford Times, New Haven Register & Journal-Courier*, and the *Newark News*. Erwin Wasey, Ruthrauff & Ryan, New York, is the agency.

Ideal System Names A&K

Ideal System Co., Los Angeles, publisher of simplified bookkeeping systems and tax records, has named Adams & Keyes its agency. A&K is developing marketing and ad plans for a new line of "Money Minder" tax record and budget books for distribution in drug, variety and supermarkets. The budget is divided between national magazines and business publications.

Ironrite Names Armitage

Clay Armitage, formerly with the Detroit diesel engine division of General Motors, has been named assistant ad and sales promotion manager of Ironrite Inc., Mt. Clemens, Mich., manufacturer of laundry equipment.

few papers, anywhere,
cover their home city
and trade area as
completely and effectively
as THE DENVER POST

one of America's Great Newspapers
covering the nation's third
fastest growing major market

Editor and Publisher: PALMER HOYT
Represented Nationally by
MOLONEY, REGAN & SCHMITT, INC.

CIRCULATION
Daily 236,175
Sunday 337,654
Empire Magazine and Comics . 360,009
A. B. C. Publisher's Statement March 31, 1960

Promoter's Manipulation of Station's Image Can Zoom Sales: Epstein to BPA

(Continued from Page 3)

buyer or account executive. But such cases are really few and far between.

"It's much more likely that some—shall we say subliminal—impression is what spurs the final decision. That's why you are sometimes completely mystified at the decision, perhaps cannot believe it is an honest one.

■ "The impression, the image, the help you give to a client—even the kind of haircut your representative has—all contributes to this decision. Let's temporarily forget haircuts and talk about how you can build this image to your benefit."

In building the station image, Mr. Epstein suggested, promotion men should concentrate on four basic types of promotion: Audience promotion, merchandising, sales promotion and station promotion.

Mr. Epstein ended his talk with a few don'ts. He called promotion designed "to kid the advertiser, the agency or yourselves" the worst kind of waste for broadcasters. He urged stations not to "just give lip service to merchandising assistance"; to be a me-tooer in advertising; or to forget that most of the customers are miles away and never hear the station.

■ As a parting shot of advice, he suggested: "Use broadcast books, but don't confine your trade paper advertising to them exclusively. There are agency account executives and advertisers who greatly influence station selection whom you just can't reach with them. In other words, play the field, and in this case you'll get pretty good odds."

■ Telecasters at the BPA convention were told that tv—like every other medium—will have to sell twice as hard to maintain its present share (13.6%) of the doubled advertising pie of the 1970s.

This warning came from Edward H. Armsby, director of sales promotion and presentation, Television Bureau of Advertising, who added that he was sure that television wants to do better than just hold onto its current slice of the total advertising outlay.

Pointing out that tv penetration is already high and will not be increasing very much, the TvB executive suggested that attention be focused on audience promotion to boost sets in use and amount of viewing time.

He said part of tv's additional revenue in the next decade must come from higher rates.

"Dollars added on top of everything because we need, and we want, and we are entitled to them," he said. "It has nothing to do with increases in audience; it is only increase in cost—and it all goes against cost per 1,000. The result? An estimated 38% increase in cost per 1,000 [by 1970]."

Mr. Armsby predicted that the historic downward trend of tv's cost per 1,000 will soon reverse and that tv "will never be as inexpensive as it is today." It will be up to broadcasters, including broadcast promotion men, to make the increases stick, he continued. Along with the increase in rates, there will be a gain in time sold on many stations, it was stated.

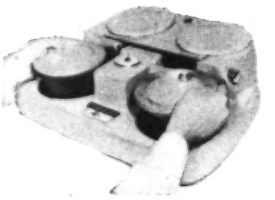
■ Miles David, vp of the Radio Advertising Bureau, complained that broadcasters are not doing enough of the kind of sales promotion that is designed to create new business for radio.

Mr. David, who followed the TvB representative in the opening session, said that station after station had indicated that it did not have time or facilities for this kind of promotion. Most of the responsibility for this situation rests with management, he said, but it is partly up to the promotion men to find the time, the way and the short cuts to such activities.

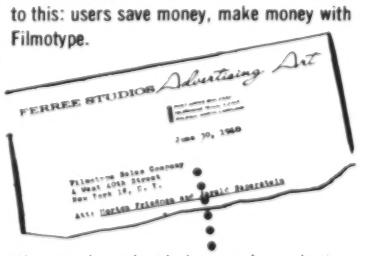
Such short cuts are available to RAB members, who are provided with a steady stream of sales promotion materials, Mr. David pointed out.

■ In his keynote address, NBC Chairman Sarnoff called for a modernization of America's Presidential convention and campaign setups. His recommendation for the tv and jet age: Streamline the conventions and shorten the cam-

THE BIG POINT!
Filmotype
Saves Money
Makes Money



There are thousands of Filmotype Photo Typesetting Machines around the world . . . each providing a variety of assets. But when the mail rolls in, the basic fact boils down to this: users save money, make money with Filmotype.



"We are pleased with the speedy production of fine and varied lettering and our clients are pleased with the sharp, clean quality lettering we deliver."

- Thousands of sizes and styles of Filmotype type and lettering!
- Right from the machine, copy perfect for reproduction . . . takes only seconds!
- Finest professional quality, of course, still anyone can produce Filmotype copy.
- Pays-For-Itself Plan makes owning a Filmotype easy for anyone!

Display Type in this advertisement is Filmotype . . . body copy is Alphatype.

Write for complete details today!

FILMOTYPE
7500 McCormick Blvd.
Skokie, Illinois

paigns by at least six weeks.

The NBC chairman called attention to the upsurge in public affairs programming and the burgeoning interest on the part of audiences and advertisers. He asked the promotion men to do what they could to help boost this trend by (1) influencing their stations to carry the cultural programs furnished by the networks and by (2) promoting and calling attention to this kind of tv fare.

■ "When you promote public affairs shows, you accomplish a double purpose," Mr. Sarnoff said. "You help to build an audience for a type of program, which contrary to some old notions, is showing itself capable of drawing viewers in the kind of numbers that draw sponsors.

"But even among those whom you do not persuade to tune in, you help to build a favorable and more faithful impression of your station and your industry. For those who criticize television as simply a medium of diversion seem singularly unaware of the great range and variety of informational and cultural programs it constantly provides, week in and week out."

The first day's "how to" panels featured William E. Boss, RCA, and John T. Murphy, Crosley Broadcasting Corp., on color tv; Sid Mesibov, ABC, and Robert Nashick, KTLA, Los Angeles, on exploitation; John J. Kelly, Storer Broadcasting, and Alice Koch, KMOX, St. Louis, on budgets and money matters; and Fred Wilson, Leo Burnett Co. and Jim Bowermaster, WMT, Cedar Rapids, on merchandising.

■ One of the panel sessions dealt with the effect on the broadcasting industry of stricter interpretation of Section 317 of the Communications Act.

This law, as Chris Christensen, KPIX, San Francisco, reminded broadcasters, states: "All matter broadcast . . . for which service, money or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person."

Mr. Christensen paraphrased this to mean "simply that all commercial material shall be announced as such and so logged."

■ But the discussion, which followed speeches by Mr. Christensen and John Hurlbut, WFBM, Indianapolis, indicated that interpretation of the law and the FCC's recent memoranda on the law have been anything but simple, with, as Mr. Hurlbut said, almost as many opinions as there are law firms.

The consensus was that Section 317 has been good for broadcasting for these reasons, among others: The bad operators are being kept out of the business; many advertisers, who used to demand the kind of extras they wouldn't think of asking competing media for, now buy broadcast for its primary purpose and not the extras; overcommercialism has been cut down; reciprocal and trade deals have been reevaluated to make sure the stations are not giving away more than they are getting in return.

■ A show of hands indicated that many of the broadcasters still participate in trade arrangements of one kind or another, though some promotion men have stopped or been stopped by lawyers as a result of the March, 1960, FCC interpretation of the law.

It was clear that there was no agreement on many of these points among lawyers, management or promotion directors. But Mr. Hurlbut, who took as his text, "What Should It Profit the Owner if He Gain the Whole Market and Lose His Own License," offered this conservative piece of advice: "When in doubt, log it as commercial."

Other Tuesday morning panels: Promoting radio audiences, with Harvey Clarke, CFPL, London, Ont., and Clayton Kaufman, WCCO, Minneapolis; promoting tv audiences, with Burt Toppan, WTVJ, Miami, and Charles H. Cash Jr., WSM-TV, Nashville; and using graphic art in promotion, with Mike Schaeffer, WFIL, Philadelphia, and Clark Grant, WOOD-TV, Grand Rapids.

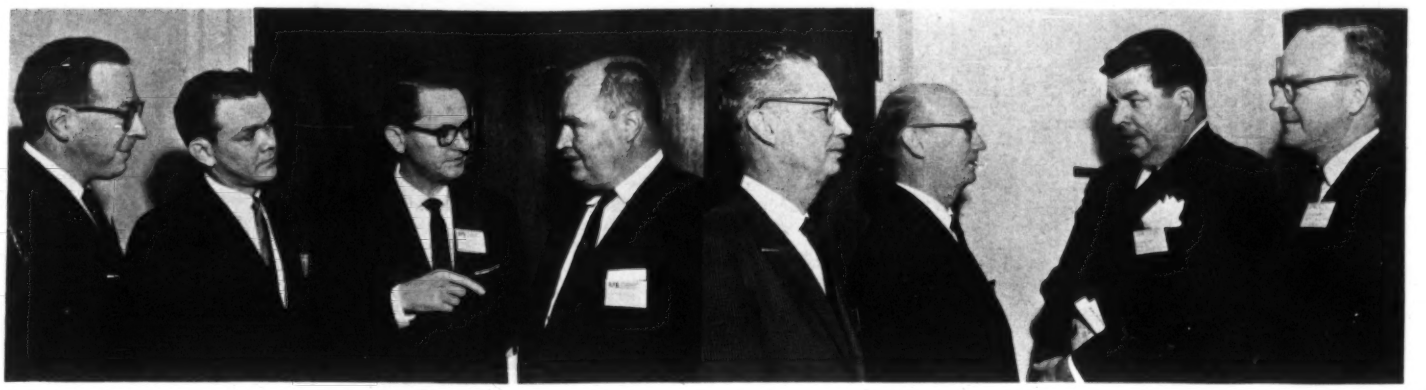
■ The Tuesday afternoon panel sessions were devoted to audience surveys, sales promotion, public relations and image building, and trade press advertising and publicity.

In sales promotion, Judd Coler, KMOX-TV, St. Louis, said special presentations for specific purposes should be made in collaboration with the salesman on the account. Bob Hutton, Edward Petry & Co., advised stations to consider the representative's promotion department an extension of their own promotion departments. Bruce Wallace, WTMJ, Milwaukee, stressed the importance of the little things—how secretaries answer the phone and receptionists greet guests—in forming a station's over-all image.

■ Other Tuesday afternoon panelists were Roger Cooper, American Research Bureau; John Churchill, A. C. Nielsen Co.; Frank Stisser, C. E. Hooper Inc.; Kirt Harriss, KPRC, Houston: Paul Woodland, WGAL-TV, Lancaster, and Montez Tjaden, KWTV, Oklahoma City.

The closing day's panel sessions were devoted to an exchange of ideas on the use of direct mail, radio news promotion, videotape pluses and cross-media techniques. Participants were Jack Kavanagh, WPRO, Providence; Martin Katz, Blair TV companies; Bill McKibben, Balaban stations, St. Louis; Lionel F. Baxter, Storer Broadcasting Co., Miami; Michael Ruppe, WIL, St. Louis; John Owen, Avery-Knodel; Robert Guy, WWL, New Orleans; and Robert Day, Ampex Corp.

■ John Hurlbut, WFBM and WFBM-TV, Indianapolis, was elected president of the association. Don Curran, KTVI, St. Louis, was named first vp, and Harvey Clarke, CFPL, London, Ont., was elected second vp. Bud Sullivan, KYW-TV, Cleveland, was named secretary-treasurer, a new combined post; he was secretary of the association. #



Sherman Knight Hudgens Olson Woods Williams Wry Chenoweth

BREAK—*Relaxing during a break at the Broadcasters' Promotion Assn. meeting in New Orleans were Barry Sherman, WQXI, Atlanta; Jim Knight, WTRF-TV, Wheeling, W. Va.; Joe Hudgens, KRNT-TV, Des Moines; Martin Olson, WDSM and WDSM-TV, Duluth; Jud Woods, WDAF-TV, Kansas City; Jack Williams, WSAZ and WSAZ-TV, Huntington-Charleston, W. Va.; Howard Wry, WHNB-TV, West Hartford, Conn.; and Jim Chenoweth, WAPI and WAPI-TV, Birmingham.*

BBDO-Montreal Adds Two

The Montreal office of Batten, Barton, Durstine & Osborn has been appointed agency for Tele-Metropole Corp., owner and operator of CFTM-TV, Montreal, the new French-language station scheduled to begin transmission early next year. BBDO has also been named to handle advertising for Paul L'Anglais Inc., representative of the new station and several others.

Chicago Copy Group Again Honors Baxter

CHICAGO, Nov. 16—Jack Baxter, president of Creative House, was named copywriter of the year at the Chicago Copywriters Club's fourth annual spotlight dinner here last night.

Mr. Baxter's institutional ad for Carson Pirie Scott & Co., department store, was judged Chicago's best ad of the year. The ad was headlined, "We Put College Fashions on the Right Track."

Winner of the copywriter of the year award for the second consecutive year, Mr. Baxter, who helped found the club in 1957 and who served as president for two years, is the only Chicago writer to win four consecutive Golden 30 awards given by the club each year. Prior to forming Creative House in 1957, Mr. Baxter was creative director of Earle Ludgin & Co. for seven years.

Jane Zimmerman of Foote, Cone & Belding won honors for the tv commercial of the year with a Dial soap spot featuring two hoboes.

Jay Levinson of Edward H. Weiss & Co. won the radio commercial of the year for his "one minute of silence" spot for Perk Dog Foods.

A four-color advertisement for Kraft jellies, created by Don Dickenson of Needham, Louis & Brorby, was voted magazine ad of the year.

Of 130 who submitted entries, 17 won Golden 30 awards.

Golden 30 winners were Geoffry Martineau, Paul Synop, Robert Noel, Nelson Winkless, Hal Weinstein, Robert Woodruff and Verda Marek, all of Leo Burnett Co.

Wallace Watkins, Robert Eck, Jane Zimmerman, Don Williams and John O'Toole, Foote, Cone & Belding.

Robert Morgan, Jack Trindl and Emery Smyth, Needham, Louis & Brorby.

Bill Rega, J. Walter Thompson Co., and Jack Baxter, Creative House. #

Runnerstrom to WBOY

Robert O. Runnerstrom, formerly vp of WMBD and WMBD-TV, Peoria, Ill., has been appointed managing director of WBOY and WBOY-TV, Clarksburg, W. Va.

Oesterle to 'Newsweek'

Karl Oesterle, formerly with *American Metal Market*, has joined the Pittsburgh sales staff of *Newsweek*.

All Busy Executives Need

'Easy Vue' IDENTO-PAK

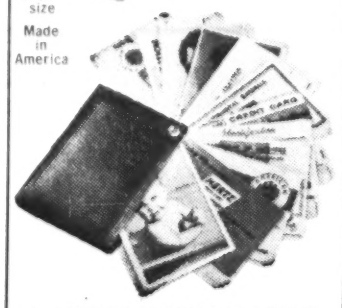
Holds 24 Credit Cards, Photos, Etc.

Of Fine MELLOW TOUCH LEATHER

Useful for Yourself—Appreciated As a Gift

3"x4" size

Made in America



A JACKSON RAYMOND EXCLUSIVE! Genuine mellow touch leather identification card and photocase with 12 transparent windows that hold 24 credit cards, driver's license, photos, etc. Easily replaced. Each card swings out on a swivel for fast reference in full view. Convenient 3" x 4". Fits into palm of hand. Colors for men: Jet Black, Golden Brown. For Women: Antique White, Metallic Red (Small gold design). Price $3.50 each, postpaid. Deluxe men's style—black with gold plated corners—$5.00 ppd. Send cash, check or money order on money back guarantee.

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JACKSON RAYMOND CO.

676 N. Dearborn Dept. AA1

WH 4-2212 Chicago, Ill.

UNUSUAL MAGAZINE ADVERTISING SELLING OPPORTUNITY

Highly regarded nationally known consumer publication with an outstanding growth record and future potential has an opening for a successful salesman 35 to 40 years of age. He should have at least 8 to 10 years selling experience with magazines, newspapers or trade publications. Unusual opportunity, operating out of the Chicago Office, salary and all expenses paid. Please send resume of business experience, personal data and present income, which will be held in confidence. Interview will be requested promptly.

Box 482, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Canaveral is the center for space tests because conditions are ideal . . .

PORTLAND MAINE

is the center for product tests because conditions are ideal

PORTLAND MAINE NEWSPAPERS

PRESS HERALD EVENING EXPRESS SUNDAY TELEGRAM

94% coverage of ABC retail zone 100% coverage of city zone

represented by Julius Mathews Special Agency

1 FIRST in the United States among cities under 150,000 pop.

6 SIXTH in the United States among ideal testing cities regardless of pop.

2 SECOND of all testing cities in New England regardless of size.

source: Sales Management

ANOTHER GOOD HOUSEKEEPING FIRST
IN THE WOMEN'S SERVICE FIELD !

"MATCH-A-MARKET" PLAN

5 REGIONAL EDITIONS STARTING MARCH 1961

Five editions to give you new marketing flexibility —five editions to cut the cost and shorten the time of introducing new products—five editions in which to use even more effectively the unique selling help of the Good Housekeeping Guaranty Seal! Now you can match your advertising with the specific markets you want to sell—a new marketing tool offered by Good Housekeeping. Another marketing service added to those that make Good Housekeeping different from any other advertising medium.

Guaranteed by Good Housekeeping

GOOD HOUSEKEEPING

MAGAZINE AND INSTITUTE

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FIGURES SHOWN IN EACH MARKETING REGION ON MAP REPRESENT CIRCULATION BASE, JANUARY, 1961. BREAKDOWN BY STATES: MARKET 1, NORTHEAST, MAINE, NEW HAMPSHIRE, VERMONT, MASSACHUSETTS, RHODE ISLAND, CONNECTICUT, NEW YORK, PENNSYLVANIA, NEW JERSEY, DELAWARE, MARYLAND, DISTRICT OF COLUMBIA • **MARKET 2, EAST CENTRAL,** MICHIGAN, OHIO, INDIANA, WEST VIRGINIA, KENTUCKY • **MARKET 3, WEST CENTRAL,** MONTANA, WYOMING, COLORADO, NORTH DAKOTA, SOUTH DAKOTA, NEBRASKA, KANSAS, MINNESOTA, IOWA, MISSOURI, WISCONSIN, ILLINOIS • **MARKET 4, SOUTHERN,** VIRGINIA, NORTH CAROLINA, SOUTH CAROLINA, GEORGIA, FLORIDA, ALABAMA, MISSISSIPPI, TENNESSEE, NEW MEXICO, TEXAS, OKLAHOMA, ARKANSAS, LOUISIANA • **MARKET 5, PACIFIC,** WASHINGTON, OREGON, IDAHO, NEVADA, UTAH, ARIZONA, CALIFORNIA, ALASKA, HAWAII

CALL YOUR NEAREST GOOD HOUSEKEEPING OFFICE FOR FULL DETAILS

JOSEPH F. KERN, 57TH STREET AND 8TH AVENUE, NEW YORK 19, N. Y., COLUMBUS 5-7300

EDWARD C. GILLIN, PHILADELPHIA NATIONAL BANK BUILDING, PHILADELPHIA, PA., LOCUST 4-0555 • ROBERT F. NAVIN, 11 NORTH WACKER DRIVE, CHICAGO 6, ILLINOIS, FRANKLIN 2-0640 • RICHARD R. HARPIN, PARK SQUARE BUILDING, BOSTON 16, MASS., HUBBARD 2-1688 • RICHARD G. KULL, 1621 EUCLID AVENUE, CLEVELAND 15, OHIO, SUPERIOR 1-6210 • ROY M. HUTCHINSON, AETNA BUILDING, 212 S. 6TH STREET, MINNEAPOLIS 2, MINN., FEDERAL 5-3279 • RICHARD O. DE VARENNES, 1709 W. 8TH STREET, LOS ANGELES 17, CAL., HUBBARD 3-3440 • J. SCOTT MONTGOMERY, HEARST BUILDING, SAN FRANCISCO, CAL., YUKON 2-7800

'Home Goods Data Book,' New Annual, to Bow in July

McGraw-Hill Publishing Co.'s *Electrical Merchandising Week* will publish the first annual edition of *Home Goods Data Book & Buyer's Guide* in July, 1961. The book will absorb sections of *National Housewares Directory* purchased last year from the Associated Pot & Kettle Clubs of America.

Philip Weatherby, formerly sales manager of *Product Engineering*, will be general manager, and Wayne Smith, formerly production manager of *Electrical Merchandising Week*, will be editor *(see story on Page 66)*.

Major Programs Formed

Hardie Frieberg, formerly vp and general manager of Bernard L. Schubert Inc., has formed Major Programs Inc., 136 E. 57th St., New York, for the distribution of tv films. The new company will syndicate 104 five-minute episodes of Ripley's "Believe It or Not," being produced by Sceptre Productions, Hollywood. Joining Major Programs' sales staff are Owen Duffy, who will be responsible for the Northeast; Ed Simmel, who will handle the Far West; and Bruce Collier, who will cover Texas and Oklahoma.

DRAMA!

There is drama in the life of every individual on and off the stage! Oftentimes this drama takes the form of short stories, articles, books and plays.
If you are a writer, amateur or professional, and desire to have your material submitted to the most suitable markets in the U.S.A. we would like to represent you. We are generally considered to be one of the larger agencies in the country today and we have the staff and experience (some 35 years) to give you seasoned, capable advice and service.
The way to start is to write to us for our free literature. Or if you wish to save time, send your material to us for an immediate appraisal, entirely free. May we suggest that you write today?

DANIEL S. MEAD
Literary Agent
Dept. AA, 915 Broadway, N. Y. 10

GERMANS IN PARIS AGAIN—*Spectacular four-page editorial-type ad in Paris Match signals Volkswagen invasion of the French market. Ad features dramatic picture of a Volkswagen crossing the Seine. The Common Market in Europe is sending products across borders: In first seven months of 1960, France imported 12,600 cars (most of them from Germany), compared with 5,000 in the comparable 1959 period.*

Worthington Revamps Ad Department

Worthington Corp., Harrison, N.J., has reorganized its ad and sales promotion department and promoted P. J. Petropoulos from group account supervisor to manager of the corporate account.

The new account managers are Joseph Strempek, air conditioning division and construction equipment; Fred Paine, Oil City, standard pump and vertical turbine pump division; Ralph Godden, compressor and engine division and steam turbine division; and Joe Long, Harrison division. In addition, Louise Lumino has been named supervisor of corporate publications.

Antara Names Cloney

James M. Cloney, formerly sales manager, has been appointed director of marketing for the Antara chemicals division of General Aniline & Film Corp.

TV Is Successful Medium for Printer

KANSAS CITY, Nov. 15—Can tv advertising sell printing? Sexton Printing Co. has been advertising on WDAF-TV for two years and believes tv gives its business a tremendous boost.

"Our sales volume has increased 33⅓% over the previous year, from $355,000 to $470,000, and we showed a net profit after taxes of 5.81% on our gross volume," Donald E. Sexton, president, said.

All programs are created by the station, with ad messages prepared by Sexton's agency, Jay Mark & Associates. Commercials include films showing Sexton's offset plant in operation.

"We try to talk soft and limit commercials to a little less than the station allows," Mr. Sexton explained. "After printing a consumer catalog we secure permission to show it on tv and ask our audience to be sure to stop at the particular firm, get a copy of the catalog and take advantage of the values offered. We also throw in a few brags about the quality printing job."

■ The company, which began with sponsorship of a weather program two years ago, decided to use tv not only because it felt the medium had great pulling power, but also because no other Kansas City printer had ever used it.

Mr. Sexton said he received several accounts with no sales effort, due to the tv campaign. Salesmen still make calls, but introductions are much easier, he said.

Sexton's current tv advertising is tied in with sports.

The company also uses an outdoor poster that moves 12 times a year to the 12 best traffic locations in the city. Moving the poster, Mr. Sexton said, creates the impression that there are many of them up all year long. Poster copy is changed every four months. #

Babcock Named VP of Doremus-Eshleman Co.

Foster A. Babcock, head of the industrial advertising department of Doremus-Eshleman Co., Philadelphia, has been elected a vp.

Mr. Babcock joined the Philadelphia subsidiary of Doremus & Co., New York, several months ago. He formerly headed his own agency.

Markets Sweet Margarine

Standard Brands is introducing a sweet, unsalted corn-oil margarine in the New York and Philadelphia areas, sold from frozen food sections. Last year the company marketed its highly successful Fleischmann's corn-oil margarine.

Williams to Barber Co.

Donald Williams, formerly with Moloney, Regan & Schmitt and the *New York Herald Tribune*, has joined the eastern sales staff of Walter E. Barber Co., magazine publishers' representative.

Walker to Johnson & Johnson

C. Neel Walker has been named director of general promotions by Johnson & Johnson, New Brunswick, N. J. He formerly was a product director of Chicopee Mills, a Johnson & Johnson affiliate.

Go Ahead... BE GREEDY!

Get it all. Get *all* the Syracuse Market. You don't have to settle for less.

Did you think you had to buy the great and rich 15-county Syracuse Market in parts? No, Sir! It's perfectly permissible (and certainly wise) to get *ALL OF IT.*

What's more, you can get it all one easy, efficient way. The proof-loaded gentlemen from Moloney, Regan & Schmitt can tell you all about how the Syracuse Newspapers deliver the *whole* 15-county Syracuse Market. How it's crammed with 1,381,375 people — big-income, powerful-spending people. What's more, they'd like to tell you. Call them! Moloney, Regan & Schmitt like to satisfy even the most *ambitious and meticulous advertisers with facts.*

When You Think of the SYRACUSE MARKET Think of *ALL* of It!

FULL COLOR AVAILABLE— Daily & Sunday

*SRDS Consumer Market Data

Results of Selling Research Inc, Latest Test Market Survey

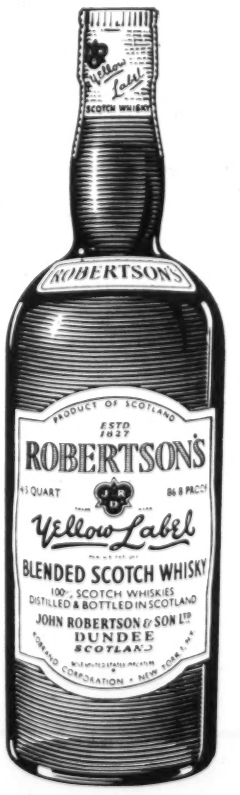
the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN Evening Sunday • THE POST-STANDARD Morning & Sunday

Represented Nationally by MOLONEY, REGAN & SCHMITT

CIRCULATION: Combined Daily 230,814 Sunday Herald American 202,467 Sunday Post-Standard 102,966

Unchanged Since 1827



ROBERTSON'S YELLOW LABEL SCOTCH
IMPORTED IN THE BOTTLE FROM SCOTLAND
86.8 PROOF, 100% SCOTCH WHISKIES KOBRAND CORP., N. Y. 1, N. Y.

The TEXAS GROUP

A POWERFUL ADVERTISING PACKAGE

SELLS THE VITAL TEXAS MARKET!

5 GREAT
TEXAS NEWSPAPERS
IN TEXAS' 5 DOMINANT CITIES

BEAUMONT ENTERPRISE AND JOURNAL
DALLAS TIMES HERALD
FORT WORTH STAR-TELEGRAM
HOUSTON CHRONICLE
San Antonio Express AND NEWS

COVER 153 COUNTIES DAILY

874,260 CIRCULATION

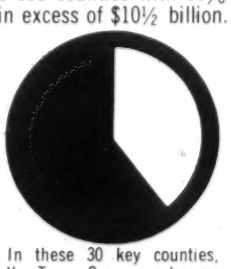
AT DISCOUNTS TO 23%

ONE ORDER-ONE BILL-ONE REPRESENTATIVE

THE POINT OF DECISION • THE AREA OF INFLUENCE

The Daily Picture—Average 46% coverage of a $10½ Billion Market Daily, the Texas Group reaches 153 counties with 10% or better coverage of an effective buying income in excess of $10½ billion.

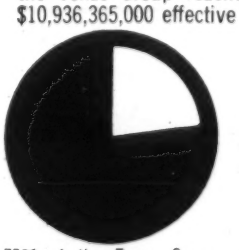
81% of the Texas Group total daily circulation is in the 30 big-city counties.



In these 30 key counties, the Texas Group reaches an average of 61% of the households daily.

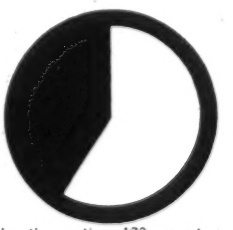
In the entire 153-county market, the Texas Group covers 46% of the households daily.

The Sunday Picture—Average 41% coverage of an $11 Billion Market Sunday, the Texas Group reaches 173 counties with 10% or better coverage of $10,936,365,000 effective buying income.



77% of the Texas Group total Sunday circulation is in the 30 big-city counties.

In these 30 key counties, the Texas Group reaches an average of 55% of the households Sunday.



In the entire 173 county Sunday market, The Texas Group covers 41% of the households Sunday.

The Corpus Christi Caller AND Times (OPTIONAL)
33c per line daily or Sunday

Corpus Christi is America's 10th largest seaport and one of the Gulf Coast's brightest and handsomest resorts.

The Corpus Christi Metropolitan Area boasts a population of 219,000, rings up 254 million dollars in retail sales. America's largest Naval Air Station is in Corpus Christi, adding millions to the income and buying power of the area. Supporting the port is a new industrial complex of oil refineries, petrochemical plants, aluminum and zinc smelters and grain refineries. The Corpus Christi Caller-Times, the only newspaper serving this area, offers over 90% daily coverage of the Metropolitan Area.

With Corpus Christi, the Texas Group circulation goes over the 900,000-mark (Sundays) and is nearing the million-mark (daily). With Corpus Christi's extra "10%-or-better counties," the Group's percentage of the entire State's sales potential reaches the 70% bracket—74% of the State's population, 71% of its Spendable Income, 71% of its retail sales.

THE LARGEST NEWSPAPER GROUP IN THE NATION

874,260 Daily Circulation • 830,500 Sunday Circulation • Represented Nationally by The Branham Company

are you on his shopping list?

FARM SHOW

Greatest Agricultural Show in the East
1961 Pennsylvania Farm Show
Harrisburg — January 9-13, 1961
PREVIEWED IN THE JANUARY 14, 1961 ISSUE
CLOSING DATE DECEMBER 6, 1960

Pennsylvania farmers buy each year*...

Tractors	23,040 (units)
Fertilizer	626,000 (tons)
Building Materials	$117,233,000
Drugs	$35,434,000
Furniture and Appliances	$74,631,000
Retail Food	$369,865,000
Automotive	$322,703,000
Gas and Oil	$125,551,000

*Rural sales as compiled from Sales Management and government data.

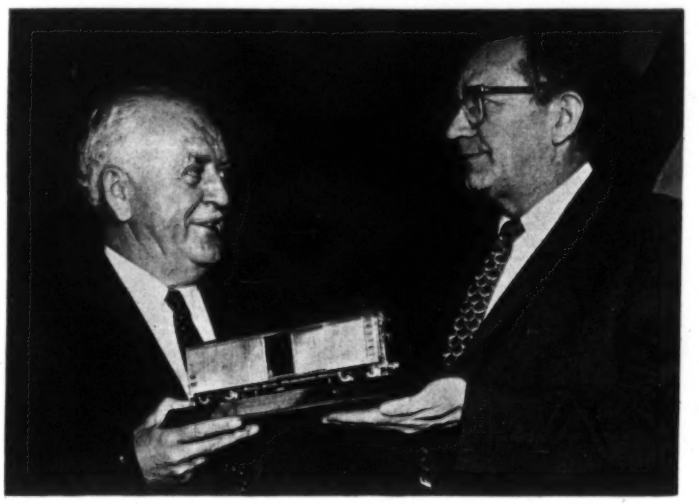
Total spendable income reaches $1,004,100,000 yearly!

Pennsylvania Farmer

HARRISBURG, PENNSYLVANIA

STRAIGHT-LINE

FIRST WITH FARM FAMILIES
STATE and LOCAL FARM PAPERS



Watson Aydelott

FREIGHT-FRAUGHT—*G. B. Aydelott, president of the Denver & Rio Grande Western Railroad, receives the Golden Freight Car Award, presented annually by Modern Railroads for outstanding freight promotion, from David R. Watson, the magazine's publishing director.*

TV Drive Brings Gold Freight Car to Denver & Rio Grande

DENVER, Nov. 15—A tv campaign of newscasts and newsy commercials promoting its freight service played a big part in winning for the Denver & Rio Grande Western Railroad the *Modern Railroads* annual Golden Freight Car Award.

The award was presented by David R. Watson, the magazine's publishing director, Nov. 11 for "outstanding work done by D&RGW in promoting freight traffic."

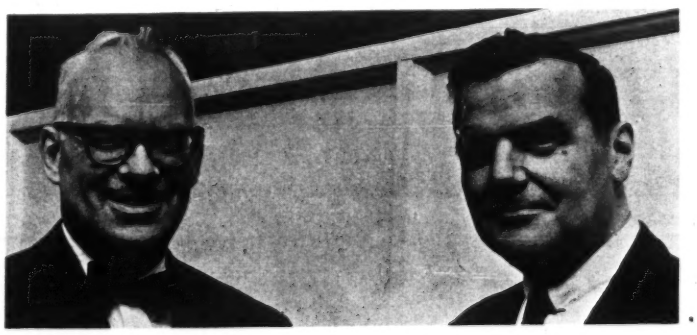
Winners of merit awards for their promotion campaigns are: Chesapeake & Ohio (for its "C&Outstandibility" campaign); the Milwaukee Road (for its "Creative Crews" ad campaign); the New York Central (for its campaign introducing the "Super-Van" service); and the Southern Railway (for its area promotion campaign).

The D&RGW won the top award because of the completeness of its sales promotion campaign and also because of the originality of its tv campaign, Mr. Watson said.

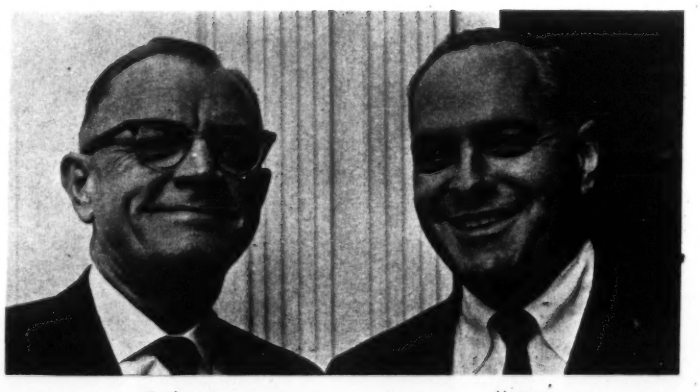
■ The railroad made newscast-type movies of various freight movements and, while they were still en route or topical, showed them as the "commercials" on the newcasts it sponsors. The format—seven minutes of uninterrupted news, followed by one two-minute news-style commercial and a final news item—has won marked audience response, it was pointed out. #

R. H. Bacon Issues 'Bacon's Publicity Checker' for 1960

Bacon's Clipping Bureau, division of R. H. Bacon & Co., Chicago, has published the 1961 edition of "Bacon's Publicity Checker." The "Checker," which lists 3,645 publications that are read by Bacon's Clipping Bureau, includes only publications that use publicity. Data given for each publication include address, editor's name, issuance, total circulation and the name of the publishing company. The "Checker," priced at $25 including revision supplements or $20 to previous users, is available from Wilfrid W. Budd, director of magazine analysis, R. H. Bacon & Co., 14 E. Jackson Blvd., Chicago.



Alexander Hope



Taylor Mattern

ANA MEETING GOERS—*Among those at the Assn. of National Advertisers annual meeting were Bruce Alexander, Blaw-Knox Co.; Norman Hope, Wellington Sears; Robert Taylor, H. J. Heinz; and Charles Mattern, McCormick & Co.*

Fulford Robinson O'Mara Martin

BEST MERCHANDISING—*The product movement plan of KTTV, Los Angeles, has been awarded first place for the best media merchandising in Southern California by the Grocery Advertising Managers' Assn. In our picture, George Robinson, advertising manager of the Market Basket chain and president of the association, presents the award, KTTV's second in two years, to Jack O'Mara, the station's vp in charge of merchandising, and Chuck Martin, merchandising manager. Dave Fulford, advertising manager of Shoppers Markets, and awards chairman, looks on.*

Along the Media Path

A group of 60 agency representatives from Los Angeles, and San Francisco, were the guests of **KPHO** and **KPHO-TV,** Phoenix, for a weekend "look see" at Phoenix the weekend of Nov. 4. The development of Phoenix as an advertising market was illustrated to the group through a 30-minute presentation. Golfing, trips to the Arizona state fair and shopping were among the recreational activities planned.

• More than $4,000 in prizes is being given away in an appliance introduction promotion sponsored by the **Harrisburg Patriot** and **Evening News,** Harrisburg, Pa., in cooperation with distributors and retailers. Cooperating in the promotion, which runs Nov. 14-30, are retail dealers, distributors, the Pennsylvania Power & Light Co. and the United Gas Improvement Co. as co-sponsors.

• **KPLR-TV,** St. Louis, has made a cooperative tie-up with the area National Alliance of Television & Electronic Service Assn., effective

(Continued on Page 106)

FIRST EDITION—*Raymond J. Petersen, publisher of Good Housekeeping, presents Mrs. Katie Ozbirn, newly elected international president of the General Federation of Women's Clubs, with the November issue of the magazine, which includes the first Buyers Guide. The purse-sized booklet is a guide to the 3,000 products which currently carry the Good Housekeeping seal. The guide will be revised every six months.*

Unusual Offering

FILM or PHOTO STUDIO SPACE

For Rent

Near North Side
56 E. Superior St.

8,325 Sq. Ft.

- Ground Floor
- Private Truck Entrance
- Offices and 15 ft. Ceiling Studio
- Sprinklered

Also Upper Floor Space 5,000 Sq. Ft. and up.

Call Mr. Krueger

BROWNE & STORCH, INC.
919 N. Michigan Ave.
Chicago 11, Ill.
Tel.: WHitehall 4-7373

make sure you get the order

localized advertising in the state farm paper which has earned his confidence . . . brings buying results

Farmers like our kind of paper. It's local . . . an informed "next door neighbor" . . . because we edit only for Pennsylvania people and Pennsylvania agriculture. Farmers prefer us 2 to 1 over any other farm publication. Your product gains added interest and respect in this environment. Farmers become even more interested when you use techniques of STRAIGHT-LINE ADVERTISING — local pictures, case histories, prices, terms, dealer listings. We can insert these quickly and at low cost because we print by gravure. Want proof? Send for free folder.

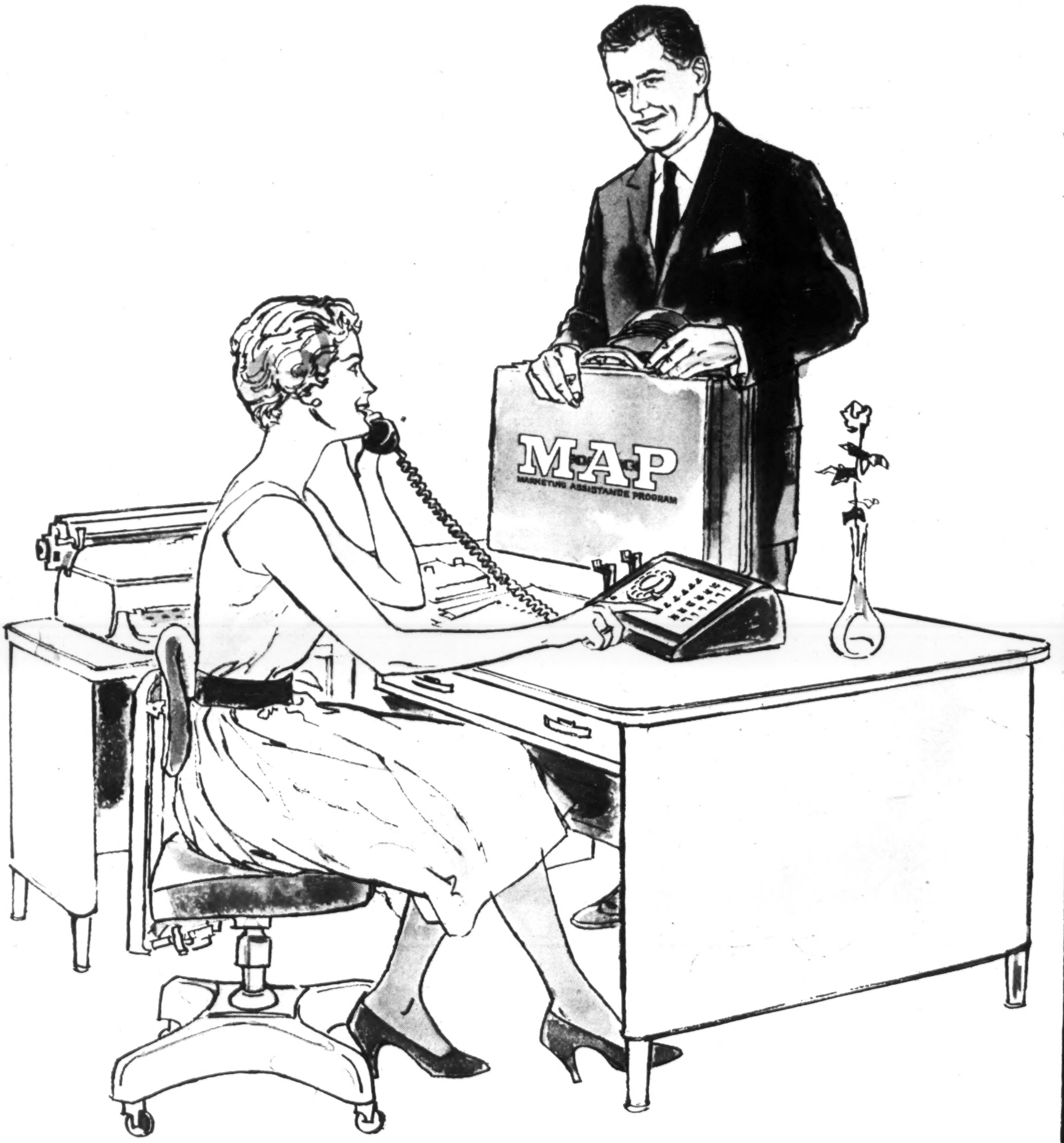
Pennsylvania Farmer

HARRISBURG, PENNSYLVANIA

STRAIGHT-LINE ADVERTISING available also in —
THE OHIO FARMER • MICHIGAN FARMER
THE INDIANA FARMER • THE KENTUCKY FARMER
THE TENNESSEE FARMER & HOMEMAKER

ADVERTISING

RELATED STATE FARM PAPERS



CHILTON'S DEPARTMENT

Department Store Economist and its M-A-P can increase your sales in the

$18 BILLION

department store market

Whether you manufacture merchandise or equipment essential to the operation of a modern store, you should know exactly who runs the show.

"Who Runs the Show?" is one of several published reports included in Department Store Economist's M-A-P, the most comprehensive Marketing Assistance Program yet developed to help you get a bigger share of the huge department store market.

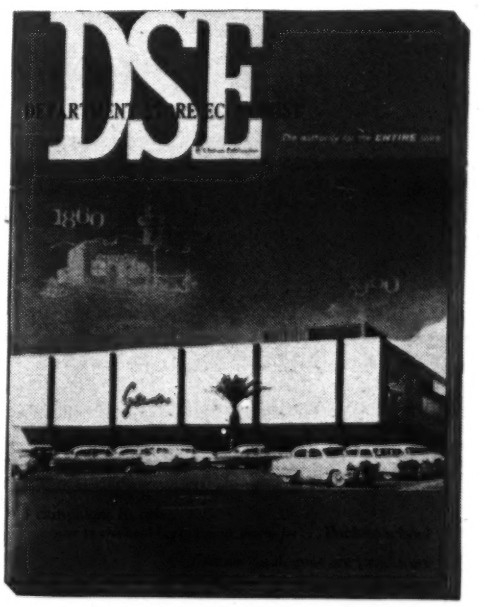
This pertinent report tells you who, among department store executives, have buying, merchandising and administrative responsibility. It also gives breakdowns of stores by sales volume category and total sales volume.

Through M-A-P you can learn the latest facts and figures on sales trends, purchasing influences, merchandising techniques, delivery services, store policies, management purchasing practices, and other important data. You will find all this, and more, in handy card files and annual research studies.

In addition, DSE staff members are available for market counseling and speaking engagements. Direct-mail service, reprints, readership reports, circulation data, a selection of merchandising aids, and special research facilities are all part of M-A-P.

Marketing assistance, combined with editorial excellence and quality-controlled circulation, makes Department Store Economist your No. 1 aid to more profitable marketing. Let's talk about it soon.

DEPARTMENT STORE ECONOMIST is the publication of authority for those in authority in the department store market. Published monthly, it has a circulation of more than 28,000 in over 11,000 stores. DSE is read by the decision-making executives as a guide to the selection, promotion and selling of merchandise . . . and to profitable store management and operation. Its coverage includes 90% of department store buyers, 94% of merchandising managers, 94% of administrative executives, and 93% of promotion and training heads.



Chilton
COMPANY
Chestnut and 56th Streets • Philadelphia 39, Pa.

STORE ECONOMIST

WANT MORE CUSTOMERS IN GREENVILLE...

(SOUTH CAROLINA)

The things people of Greenville read about in the **GREENVILLE NEWS** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

PARADE

THE SUNDAY NEWSPAPER MAGAZINE

Represented Nationally by Ward-Griffith Co.

PARADE...The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

Emery Marshall Francis Barnett

HIT THE JACKPOT—*Emery Air Freight's ad in Purchasing Week on July 28 scored the highest "took-definite-action" response ever recorded in the three-year-old publication's readership surveys. Raymond Barnett, assistant to the publisher, presents achievement awards to John Emery Jr., Emery vp, John D. Francis, Emery ad manager, and Leonard Marshall, account executive, J. M. Mathes Inc., Emery's agency.*

Along the Media Path

Nov. 15 to further viewer relations of the organization and the station. Approximately 100 NATESA service companies in the area will participate in the campaign. The station will run a total of 10 10-second spots Mondays through Saturdays, calling attention of viewers to NATESA; in return NATESA service companies will provide outlets through all service men to publicize the station and its programs.

• "Irons & Steels Market Survey," an 18-page study analyzing the market for irons and steels within a cross-section of original equipment and other hard goods manufacturing plants, has been published by **Materials in Design Engineering.** The study includes market data on carbon, stainless, tool, low-alloy and high-alloy steels; gray, malleable, ductile and wrought iron. Copies are available from William P. Winsor, Publisher, *Materials in Design Engineering*, Reinhold Publishing Corp., 430 Park Ave., New York 22.

• The **Fort Worth Star-Telegram** and the **Dallas Times Herald** joined forces to produce a combined edition featuring an 84-page section of the Dallas-Fort Worth area. Stories for the Oct. 30 edition were handled by teams of two reporters —one from each newspaper—with one man designated to write the story, one to assist in research.

• **Jobber Product News** will publish the *Jobber Product News Show Daily* the first three days of the International Automotive Service Industry Show, to be held in Los Angeles Feb. 16-19, 1961.

• **WEBR**, Buffalo, has adopted a new "sing along" programming which devotes about 40% of its format audience participation numbers, with the radio audience requested to join in vocally. Listeners are awarded prizes for singing the correct lyrics when they are phoned by the station.

• "Spot Radio '60 . . . . A 100-Market Appraisal," containing market data for the top 100 metropolitan county areas, has been released by and is available from **Adam Young Inc.**, 3 E. 54th St., New York 22. Copies are priced at $1 each.

• A handy slide rule which provides media buyers with facts on annual, monthly and weekly publications covering the electronics market has been prepared by **Tech Publishers.** One side of the three-color guide is devoted to annual electronic catalogs and directories, listing circulation, one-page rates, cost-per-thousand, number of paid pages, closing and issue dates and contents of the leading electronic annuals. The reverse side is devoted to electronic monthly and weekly periodicals and lists circulation, page rates, cost-per-thousand, frequency, closing dates, percentage of space devoted to new products and regional ad policy. Additional information may be obtained from Tech Publishers, 60 Madison Ave., Hempstead, N. Y.

• "A First Time Image," a report on the Protestant supply store market and its products has been published by **Christian Life Publications.** Additional information may be obtained from Herb Jauchen, vp and advertising director, Christian Life Publications, 33 S. Wacker Dr., Chicago 6.

• **Department of New Laurels:**

Playboy's total advertising linage for 1960 will be 149,083, an increase of 13.63% over the magazine's 131,213 linage one year ago. #

WTRF-TV STORY BOARD

T. R. Effic

He offered her a scotch and soda and she reclined. (Your other joke was unprintable, Mr. Cuspidor, even if you are the spittin' image of your old man)

Wheeling wtrf-tv

We come into this world innocent but right away things are being pinned on us!

wtrf-tv Wheeling

Proof that there's no limit to the do-it-yourself craze . . . people are even talking to themselves now.

Wheeling wtrf-tv

Need Smith says: "Remember, it's the fresh egg that gets slapped in the pan."

wtrf-tv Wheeling

While the whole world is watching America, America is watching TV! Yes, and in the Wheeling-Steubenville Industrial Ohio Valley, most of the two million folks who spend over 1¾ billion dollars annually are watching WTRF-TV. Ask Hollingbery to arrange your next spot campaign on WTRF-TV, Wheeling, where merchandising is a bonus.

Wheeling wtrf-tv

Never put off enjoyment, there's no time like the pleasant.

wtrf-tv Wheeling

Sure, science is making great strides forward. Now it's only fifty years behind the comic books.

Wheeling wtrf-tv

As far as the dollar is concerned, confidentially, it shrinks!

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

The postmarks are actual reproductions

USE GRIT FOR GOOD BALANCED NATIONAL COVERAGE

Mass media circulation is great in the teeming metropolitan centers . . . but it thins out badly in hard-to-reach small towns.

There is an answer. Grit. With its concentration in 16,000 small towns across the nation, Grit helps correct the big-city bias of the mass media and provide the balanced national coverage so essential to total marketing success.

There's more to the Grit story. Low cost. Short closing dates. Tremendous reader response. Why not let us bring the full facts to your desk.

GRIT

AMERICA'S GREATEST FAMILY NEWSPAPER

Grit Publishing Co., Williamsport, Pa.

Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley in Los Angeles and San Francisco

November Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

	Pages				Lines			
	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
Weeklies, Bi-Weeklies, Semi-Monthlies (October)								
†Commonweal	23.2	36.5	170.9	180.2	9,744	15,330	71,778	75,684
Cue	89.0	83.2	752.4	664.3	38,179	35,677	322,800	284,991
††Down Beat	50.3	62.9	469.7	455.5	1,510	1,889	197,316	190,196
‡Grit	48.2	32.9	256.3	271.5	48,211	32,858	256,326	281,541
‡Life	385.9	417.7	2,804.1	2,995.2	262,419	284,010	1,906,795	2,036,710
Look	175.8	152.6	1,480.8	1,328.6	119,551	103,768	1,006,937	903,448
‡Newsweek	307.6	275.2	2,428.6	2,446.3	129,192	115,584	1,020,012	1,027,446
§New Yorker	657.7	675.1	4,145.6	3,912.8	282,157	289,625	1,778,465	1,678,596
#National	649.4	660.0	4,069.7	3,817.8	278,574	283,153	1,745,898	1,637,846
#Sectional	29.8	53.9	270.1	334.5	12,796	23,116	115,861	143,514
Presbyterian Life	16.8	13.2	122.1	133.1	7,074	5,534	51,392	55,972
††The Reporter	55.6	51.2	363.7	222.4	23,383	21,493	152,815	93,402
Saturday Evening Post	330.2	383.6	2,384.5	2,360.0	224,563	260,825	1,621,428	1,604,832
Saturday Review	114.8	118.6	892.0	886.2	48,215	49,826	374,618	372,192
Sporting News	32.0	16.8	201.6	248.1	34,758	18,264	218,774	269,181
*‡Sports Illustrated	233.3	192.9	1,691.1	1,329.2	98,030	82,758	668,404	574,478
‡Time	320.0	301.0	2,510.7	2,386.7	134,444	126,451	1,054,462	1,002,487
TV Guide	105.1	121.9	562.8	543.1	19,127	22,193	102,401	98,832
‡U. S. News & World Report	320.0	261.0	2,396.0	2,193.3	134,400	109,620	1,006,320	923,706
Total Group	3,265.5	3,196.3	23,632.9	22,556.5	1,614,957	1,575,705	11,811,043	11,473,694

†Four issues in October 1960; five issues in October 1959. ††Two issues in October 1960; three issues in October 1959. ‡Five issues in October 1960; four issues in October 1959. §Total represents national advertising plus sectional at reduced decimal equivalent. #Not included in totals. *These figures adjusted for and including regional space.

	Pages				Lines			
	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959
Women's								
†Bride & Home	—	—	421.3	331.5	—	—	266,346	209,675
*††Bride's Magazine	—	—	722.1	697.8	—	—	456,367	441,016
Family Circle	57.1	70.0	524.4	490.7	24,496	30,030	224,967	210,511
Good Housekeeping	122.4	143.8	1,050.1	1,159.7	52,510	61,673	450,504	497,515
Ladies' Home Journal	79.6	111.9	868.8	1,002.3	54,117	76,084	590,817	681,596
McCall's	109.0	92.2	1,010.2	739.7	74,111	62,688	686,958	503,031
††Modern Bride	78.0	79.0	571.0	586.8	49,296	49,928	360,885	370,832
§Parents' Magazine:								
National Edition	82.1	94.0	764.9	740.1	35,214	40,307	328,115	317,460
Metropolitan New York Ed.	90.1	102.4	837.8	808.0	38,645	43,943	359,343	346,648
Pacific Mountain Edition	81.9	95.9	780.8	765.6	35,144	41,156	334,918	328,396
Seventeen	123.0	108.2	1,364.5	1,270.9	83,653	73,575	927,845	864,181
Woman's Day	52.9	60.5	447.5	432.3	22,712	25,940	866,904	816,546
The Workbasket	40.3	39.8	421.5	424.1	7,904	7,793	82,611	83,118
Total Group	916.4	997.7	9,784.9	9,449.5	477,802	518,117	5,936,580	5,670,525

†Published quarterly. *Includes sectional linage prorated to circulation of regional editions. ††Published bi-monthly. §Includes sectional and Shopping Scout linage and the average decimal for Dove soap partial run.

General								
American Artist	25.8	30.7	245.2	261.2	10,839	12,880	102,998	109,705
American Forests	10.3	15.9	197.3	187.1	4,326	6,678	82,866	78,532
American Legion	16.3	21.1	167.6	182.7	6,842	8,868	70,388	76,760
Argosy	20.2	23.8	212.6	255.3	8,681	10,220	91,237	108,550
Atlantic	64.6	57.4	495.3	416.0	27,173	24,115	208,017	174,723
Christian Herald	51.0	57.4	381.8	397.2	21,900	24,658	164,070	170,502
Columbia	17.6	19.3	117.1	138.3	7,407	8,110	49,207	58,159
Coronet	84.5	67.0	619.5	529.5	15,210	12,060	111,510	95,310
Cosmopolitan	30.6	36.3	275.6	273.2	13,130	15,629	118,250	117,299
Ebony	94.8	97.8	855.3	871.0	64,465	66,570	581,667	592,323
Elks Magazine	23.8	26.9	156.0	150.5	10,238	11,546	67,254	66,076
†Esquire	113.3	120.3	889.1	793.1	76,138	80,842	597,475	532,963
Extension	21.6	22.1	172.6	167.8	14,854	15,190	118,779	115,414
Flying	51.4	42.7	585.2	539.3	21,584	17,930	245,801	226,523
††Golf Digest	26.2	20.0	315.5	253.1	5,143	4,080	67,147	51,628
Gourmet	59.3	61.3	362.8	358.5	25,427	26,292	155,601	152,682
Grade Teacher	49.7	52.3	367.2	339.1	21,907	23,080	161,931	149,576
Harper's Magazine	68.3	52.7	467.5	387.9	28,701	22,165	196,454	162,930
High Fidelity	84.4	100.3	685.8	830.1	35,448	42,126	288,036	348,642
Hi Fi/Stereo Review	56.6	62.0	475.5	520.2	23,755	26,040	199,718	218,480
Holiday	130.2	115.3	1,113.7	989.9	88,523	78,390	757,324	673,146
Hot Rod	43.5	38.9	509.7	400.6	18,284	16,324	214,004	168,308
Improvement Era	38.8	44.6	293.5	291.9	16,293	18,730	123,289	122,612
Instructor	46.4	37.5	351.6	324.0	31,759	25,679	239,526	221,712
Kiwanis Magazine	8.9	9.8	86.5	97.7	3,721	4,122	36,006	41,021
Lion Magazine	10.3	13.1	110.5	113.7	4,388	5,581	47,071	48,424
Motor Boating	108.7	119.5	1,611.1	1,526.9	63,909	70,291	947,365	897,842
Motor Life	17.0	17.3	179.4	211.4	7,126	7,280	75,334	88,792
Motor Trend	42.1	24.4	272.9	289.1	17,668	10,262	114,660	120,206
National Geographic Magazine	41.8	46.9	495.4	452.5	9,937	11,156	117,489	107,253
Playboy	45.1	30.7	313.1	266.4	18,957	12,896	131,508	111,868
Popular Boating	45.7	41.6	918.4	805.8	26,889	24,461	539,996	473,822
Popular Photography	80.0	84.6	768.2	771.1	33,617	35,540	322,631	323,870
Promenade	40.0	31.3	227.9	216.8	17,160	13,614	97,776	92,961
Reader's Digest	98.5	98.0	803.6	839.0	17,931	17,836	146,262	157,698
Redbook	41.6	43.5	417.6	369.5	17,855	18,666	179,140	158,526
Road & Track	28.4	28.0	341.2	284.9	11,928	11,760	143,304	119,658
Rotarian	12.3	10.3	83.9	95.6	5,185	4,315	35,243	40,119
Sports Cars Illustrated	29.9	32.4	399.0	301.0	12,566	13,591	167,588	126,428
Today's Health	25.7	31.5	240.5	296.5	11,019	13,513	103,713	158,137
Together	25.4	29.1	126.6	132.8	10,900	12,484	54,371	57,227
Town & Country	107.1	111.8	867.1	828.8	67,720	70,619	548,711	523,756
True	44.3	47.5	322.5	363.9	19,016	20,395	138,355	156,102
V. F. W. Magazine	12.7	13.4	117.6	124.3	5,333	5,641	49,397	52,235
Yachting	112.0	108.7	1,503.7	1,361.3	65,856	63,916	884,176	800,444
Total Group	5,361.5	3,119.2	20,519.7	19,362.4	1,046,708	1,042,060	9,892,644	9,392,316

†Total represents national advertising plus sectional at reduced decimal equivalent. ††Changed from 204-line page to 196-line page in March 1960.

Home								
American Home	45.7	57.9	440.0	526.3	28,867	36,592	278,042	332,598
Antiques	72.0	69.7	701.9	664.5	21,168	20,492	206,685	194,810
†Better Homes & Gardens	68.5	105.8	892.1	986.1	43,289	66,894	563,814	623,231
Flower & Garden	14.2	13.1	365.6	325.7	5,967	5,483	153,572	136,755
Flower Grower	22.0	25.2	478.6	515.2	9,230	10,575	201,020	216,373
House & Garden	134.3	149.8	913.1	826.2	84,871	94,704	577,105	522,129
House Beautiful	187.0	196.6	1,149.1	1,180.7	118,160	124,255	726,199	746,229
†Living for Young Homemakers	101.0	98.6	747.9	768.7	63,832	62,338	472,688	485,838
Popular Gardening	21.0	27.5	477.0	481.6	8,804	11,535	200,330	202,260
Sunset Magazine	166.2	154.1	1,453.8	1,344.0	69,835	64,741	610,795	564,638
Total Group	831.9	898.3	7,619.1	7,619.0	454,023	497,609	3,990,250	4,024,861

†Includes sectional linage prorated to circulation of regional editions.

Fashion								
*†Glamour	106.0	127.9	1,090.2	896.4	45,490	54,876	467,676	384,568
Harper's Bazaar	135.4	110.8	1,089.6	971.6	85,584	70,149	688,650	614,120
†Mademoiselle	69.4	74.5	970.8	864.1	29,760	31,946	416,485	370,692
Vogue	184.8	196.1	1,753.8	1,512.4	116,793	123,919	1,108,422	955,820
Total Group	495.6	509.3	4,904.4	4,244.5	277,627	280,890	2,681,233	2,325,200

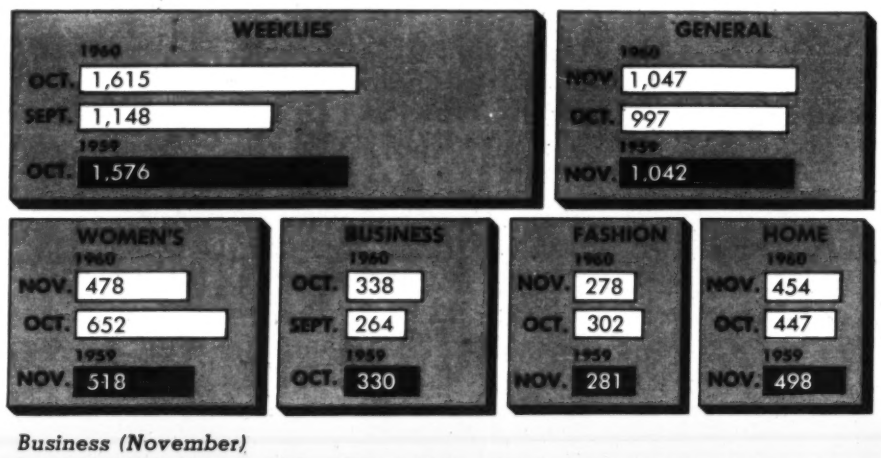
*Charm incorporated with Glamour November 1959. †Includes sectional linage prorated to circulation of regional editions.

Movie-Romance-Radio-TV								
†Dell Modern Group:								
Modern Romances	26.0	29.0	284.0	297.1	11,161	12,430	121,845	127,455
Modern Screen	16.9	20.4	183.1	193.1	7,236	8,754	78,544	82,837
Screen Stories	11.9	16.9	148.9	159.5	5,091	7,239	63,839	68,427
Fawcett Women's Group:								
Motion Picture	13.3	19.2	157.4	164.5	5,699	8,251	67,527	70,550
True Confessions	25.1	28.1	259.0	259.1	10,749	12,063	111,110	111,160
Hillman Romance Group	3.9	6.0	42.3	48.6	1,685	2,589	18,369	21,044
Hillman Women's Group	19.5	22.4	211.3	200.4	8,390	9,637	90,931	86,227
Ideal Women's Group:								
Intimate Story	28.8	31.2	280.9	255.9	12,369	13,403	120,495	109,787
Movie Life	25.6	31.9	265.9	257.1	11,000	13,694	114,087	110,307
Movie Star TV Close-Ups	25.7	31.8	270.3	254.8	11,014	13,624	115,950	109,304
Personal Romances	29.1	31.2	280.2	257.9	12,505	13,402	120,205	110,637
TV Star Parade	24.9	28.6	241.2	230.7	10,686	12,286	103,486	98,980
Secrets Romance Group:								
Revealing Romances	18.7	24.3	215.1	229.6	8,053	10,446	92,260	98,505
Confidential Confessions	18.7	24.3	215.0	210.4	8,053	10,432	92,246	90,276
Daring Romances	18.7	24.3	215.0	210.4	8,053	10,432	92,246	90,276
Secrets	18.7	24.3	215.1	229.6	8,053	10,446	92,260	98,491
True Story Women's Group:								
Photoplay	22.2	39.9	253.8	325.1	9,542	17,124	108,900	139,489
True Experience	11.2	17.6	141.7	179.8	4,799	7,567	60,793	77,127
True Love Stories	10.1	17.2	141.5	180.8	4,328	7,397	60,718	77,577
True Romance	12.0	17.4	142.0	181.6	5,147	7,477	60,916	77,894
True Story	54.8	69.2	546.3	595.0	23,494	29,706	234,372	255,240
TV-Radio Mirror	6.9	15.1	112.9	152.5	2,981	6,466	48,441	65,417
Total Group	419.3	541.9	4,569.5	4,824.5	180,013	232,639	1,960,240	2,069,736

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. †No January 1959 issues.

Magazine Linage Trend

Figures in Thousands



Business (November)								
Dun's Review & Modern Industry	112.7	79.8	904.9	892.3	47,350	33,529	379,436	374,768
Fortune	214.5	219.0	2,065.3	1,798.8	135,564	138,408	1,305,238	1,136,810
Management Methods	52.6	62.6	584.5	509.9	22,092	26,292	245,490	214,158
Nation's Business	60.0	61.9	632.5	570.5	25,218	26,033	265,620	239,698
Total Group	327.1	343.5	3,282.3	2,879.2	182,874	190,733	1,816,348	1,590,666

	Pages				Lines			
	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959
Business (October)								
†Barron's	296.0	232.0	2,578.0	2,520.0	57,138	48,379	480,677	504,250
Business Week	521.8	518.4	4,147.4	2,949.9	219,157	217,707	1,741,916	1,658,950
Financial World	91.0	91.8	474.8	520.0	38,238	38,571	199,419	218,413
Forbes	55.2	60.7	575.3	563.6	23,214	25,478	241,633	236,684
Total Group	964.0	902.9	7,775.5	7,553.5	337,747	330,135	2,663,645	2,618,297

†Five issues in October 1960; four issues in October 1959.

	Pages				Lines			
	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959
Farm Magazines								
Farm & Ranch—Southern Agriculturist: (mon)								
#Southeastern Edition	30.4	30.6	352.7	376.9	13,022	13,143	151,309	161,669
#Southwestern Edition	31.7	32.7	365.4	385.1	13,582	14,042	156,748	165,225
Average 2 Editions	30.9	31.5	357.7	380.1	13,240	13,493	153,427	163,056
Farm Journal: (mon)								
#Central Edition	82.7	108.2	925.4	967.7	35,460	46,399	397,003	415,124
#Eastern Edition	69.2	90.2	766.8	862.3	29,668	38,678	328,941	369,940
#Southeastern Edition	59.5	82.2	643.7	751.7	25,522	35,246	276,164	322,470
#Southwestern Edition	61.7	82.2	653.7	751.7	26,451	35,246	280,454	322,470
#Western Edition	71.0	93.8	797.4	917.2	30,455	40,252	342,088	393,482
Average 5 Editions	68.8	93.6	757.4	874.7	29,511	40,144	324,930	375,254
Progressive Farmer: (mon)								
#Carolina-Va. Edition	64.2	66.2	772.8	804.9	43,623	45,005	525,536	547,338
#Ga.-Ala.-Fla. Edition.	66.9	68.3	777.9	801.9	45,474	46,466	528,982	545,316
#Ky.-Tenn.-W.Va. Edition	63.3	66.0	731.8	757.7	43,055	44,887	497,591	515,259
#Miss.-La.-Ark. Edition	64.4	64.4	724.1	767.7	43,772	43,815	492,406	522,069
#Texas Edition	63.7	65.4	748.1	795.2	43,277	44,478	508,734	540,764
Average 5 Editions	64.5	66.1	750.9	785.5	43,840	44,930	510,650	534,151
Successful Farming (mon)	59.1	75.9	771.6	862.2	26,590	34,156	347,215	388,008
Total Group	787.8	926.1	9,031.4	9,802.2	419,951	481,813	4,833,171	5,209,134

#Not included in totals.

Youth								
American Girl	20.8	22.0	273.3	273.1	8,906	9,449	117,259	117,180
Boys' Life	29.0	27.2	302.6	300.1	19,925	18,550	205,786	204,043
†Scholastic Magazines	54.8	40.7	404.0	326.3	22,995	17,057	169,607	153,438
Scholastic Roto	11.9	9.0	72.4	64.4	10,443	7,908	63,279	56,425
'Teen Magazine	17.6	13.5	175.3	87.6	7,392	5,670	73,570	36,862
Total Group	134.1	112.4	1,227.6	1,051.5	69,661	58,634	629,501	567,948

†Four issues in November 1960; three issues in November 1959.

Mechanics & Science								
Mechanix Illustrated	71.0	96.5	723.6	782.3	15,912	21,625	162,091	175,233
Popular Electronics	57.8	63.5	544.9	630.8	12,938	14,222	122,055	141,286
Popular Mechanics	120.0	134.1	1,183.3	1,284.0	26,890	30,046	263,068	287,638
Popular Science	99.8	120.8	1,039.9	1,144.8	22,365	27,051	232,946	256,392
†Science & Mechanics	66.7	—	443.8	400.5	14,932	—	82,459	89,789
Total Group	415.3	414.9	3,935.5	4,242.4	93,037	92,944	862,619	950,338

†Published bi-monthly until November 1960, when it became a monthly.

(Continued on Page 110)

AMERICA'S TEEN-AGE MAGAZINE

NOVEMBER 1960

seventeen

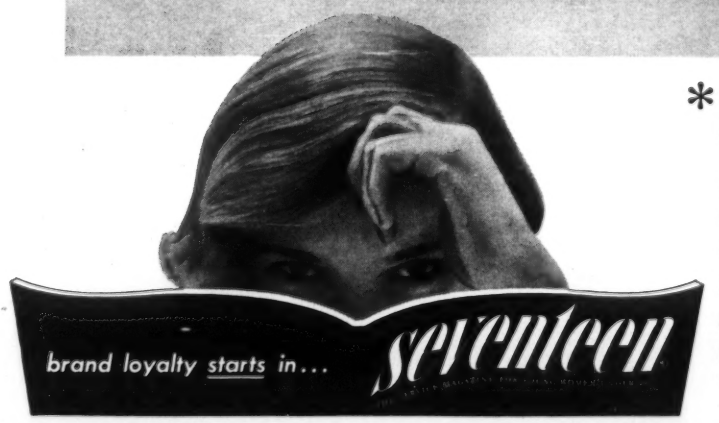
50 cents

PARTYLINE,
U.S.A.

WHO's cool
WHAT's hot
WHY it rates—
and why not

WHEN's curfew
WHERE's the fire
HOW to be
a live wire

Biggest November issue in 14 years! *



*AD LINAGE UP 13.7% OVER NOVEMBER 1959!

No magazine enthralls teen-age girls like SEVENTEEN. They believe in it completely, read it thoroughly—*including* the ads. Starch studies of advertising readership in 11 comparable magazines show that advertisements in SEVENTEEN are the best read.* Still more important, 65.2% of SEVENTEEN's 5,100,000 monthly readers can tell of specific purchases from its pages.** Advertisers place more linage in SEVENTEEN than in any monthly magazine for women because SEVENTEEN is the *one* magazine that covers the Youth Market.

**Starch Adnorms Report, 1960* ***Gilbert Youth Research*

it's easier to **START** *a habit than to* **STOP** *one!* *SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • PLaza 9-8100*

	Pages Nov. 1960	Pages Nov. 1959	Pages Jan.-Nov. 1960	Pages Jan.-Nov. 1959	Lines Nov. 1960	Lines Nov. 1959	Lines Jan.-Nov. 1960	Lines Jan.-Nov. 1959
Outdoor & Sport								
American Rifleman	55.5	58.0	569.6	583.6	23,798	24,891	244,360	250,393
Field & Stream	64.3	70.9	761.9	834.2	27,599	30,437	326,847	357,853
Fur-Fish-Game	24.0	23.1	243.2	247.9	10,280	9,920	104,348	106,384
Guns	43.4	39.2	315.4	282.4	18,619	16,817	135,319	121,150
Outdoor Life	69.1	69.7	754.3	777.2	29,637	29,884	323,613	333,411
Sports Afield	57.3	66.9	639.9	731.0	24,574	28,719	274,500	313,622
Total Group	313.6	327.9	3,284.3	3,456.3	134,507	140,668	1,408,987	1,482,813
Detective & Fiction								
Cavalier	21.3	22.2	222.2	196.5	9,155	9,517	95,339	84,294
Dell Men's Group	8.1	12.9	122.3	133.7	3,484	5,540	52,433	57,347
Total Group	29.4	35.1	344.5	330.2	12,639	15,057	147,772	141,641
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
†The American Weekly	21.6	46.1	273.5	403.5	18,352	39,190	232,456	342,980
†Family Weekly	34.1	53.4	418.9	491.9	29,019	45,406	356,080	418,173
†Parade	45.1	75.2	587.2	690.9	38,366	63,955	499,145	587,287
†This Week Magazine	82.3	100.9	794.1	849.3	69,982	85,804	674,946	721,912
Total Group	183.1	275.6	2,073.7	2,435.6	155,719	234,355	1,762,627	2,070,352

†Four issues in November 1960; five issues in November 1959.

	Pages Oct. 1960	Pages Oct. 1959	Pages Jan.-Oct. 1960	Pages Jan.-Oct. 1959	Lines Oct. 1960	Lines Oct. 1959	Lines Jan.-Oct. 1960	Lines Jan.-Oct. 1959
Newspaper Sections (II) (October)								
(All other newspaper sections)								
‡Chicago Tribune Magazine	265.7	158.2	1,733.7	1,503.2	225,891	134,461	1,473,679	1,277,746
‡New York Times Magazine	389.2	252.9	2,979.1	2,422.9	330,823	215,000	2,532,234	2,076,477
‡Philadelphia Inquirer	167.0	133.9	1,203.5	1,266.5	141,934	113,833	1,023,088	1,076,592
Total Group	821.9	545.0	5,916.3	5,212.6	698,648	463,294	5,029,001	4,430,815

‡Five issues in October 1960; four issues in October 1959.

	Pages Nov. 1960	Pages Nov. 1959	Pages Jan.-Nov. 1960	Pages Jan.-Nov. 1959	Lines Nov. 1960	Lines Nov. 1959	Lines Jan.-Nov. 1960	Lines Jan.-Nov. 1959
Comics Magazines								
American Comics Group	7.0	7.0	77.0	77.0	2,646	2,646	29,106	29,106
National Comics Group:								
Blue Unit	5.5	5.0	57.0	67.5	2,079	1,890	21,546	25,515
Red Unit	5.0	4.5	57.0	68.5	1,890	1,701	21,546	25,893
Total Group	17.5	16.5	191.0	213.0	6,615	6,237	72,198	80,514
Canadian National Weekend Newspapers (Rotogravure Linage)								
†La Patrie	26.7	55.6	235.6	467.3	24,042	50,014	212,003	420,605
La Presse	85.1	86.0	910.7	927.5	76,659	77,433	819,701	834,824
‡Perspectives	91.9	56.7	811.2	175.9	89,605	55,252	790,954	171,520
Star Weekly	99.0	127.3	983.5	1,045.5	86,628	111,346	860,591	914,833
Weekend Magazine	116.1	116.1	1,075.3	1,180.3	113,214	113,226	1,048,438	1,150,753
Total Group	418.8	441.7	4,016.3	3,796.5	390,148	407,271	3,731,687	3,492,535

†Four issues in November 1960; five issues in November 1959. ‡First published Sept. 12, 1959.

	Pages Nov. 1960	Pages Nov. 1959	Pages Jan.-Nov. 1960	Pages Jan.-Nov. 1959	Lines Nov. 1960	Lines Nov. 1959	Lines Jan.-Nov. 1960	Lines Jan.-Nov. 1959
Canadian								
†Canadian Homes	37.0	46.7	400.4	420.9	25,186	31,768	272,272	286,217
Chatelaine:								
Canadian Home Journal	82.6	72.6	731.4	689.0	56,193	49,340	497,351	468,495
‡Revue Moderne	40.8	—	87.7	—	27,739	—	59,621	—
Liberty	27.5	37.8	267.3	293.4	11,798	16,214	114,678	125,757
Maclean's	106.9	120.2	855.4	902.9	72,656	81,745	581,650	613,947
Reader's Digest:								
English Edition	134.0	150.0	1,112.8	1,026.8	24,388	27,300	202,521	186,869
French Edition	146.5	155.0	1,180.3	1,099.3	26,663	28,210	214,806	200,064
Revue Populaire	28.0	21.6	260.1	205.6	19,529	15,137	181,730	143,965
Samedi	15.7	28.0	164.0	195.2	11,032	19,641	114,738	136,641
#§Saturday Night	79.3	62.5	435.6	410.9	33,298	26,250	182,949	172,578
Time-Canadian	238.9	247.3	1,583.9	1,537.1	100,275	103,845	665,175	645,575
Total Group	857.9	879.2	6,643.3	6,370.2	375,459	373,200	2,904,542	2,807,530

†Formerly Canadian Homes & Gardens. ‡Revue Moderne discontinued publication with June 1960 issue. Effective October 1960 it is being published as French edition of Chatelaine. #Not included in totals; as November figures were unavailable as this issue went to press October figures are shown. §Three issues in October 1960; two issues in October 1959.

	Pages Nov. 1960	Pages Nov. 1959	Pages Jan.-Nov. 1960	Pages Jan.-Nov. 1959	Lines Nov. 1960	Lines Nov. 1959	Lines Jan.-Nov. 1960	Lines Jan.-Nov. 1959
Foreign (November)								
†Hablemos	19.6	23.9	222.1	183.7	16,464	20,076	185,640	154,266
Popular Mechanics:								
Popular Mekanik (Danish)	22.0	23.0	220.5	223.0	4,620	4,830	49,084	49,630
PM (Dutch)	8.5	—	98.1	—	1,785	—	21,855	—
Mecanique Populaire (French)	29.0	33.0	286.5	310.5	6,496	7,392	64,176	69,552
Populare Mechanik (German)	8.6	10.1	57.7	66.0	1,926	2,262	12,924	14,784
Popular Mekanik (Swedish)	11.0	9.5	108.0	99.0	2,310	1,995	24,038	22,043
Mecanica Popular (Latin America):								
Brazil (Portuguese)	24.6	—	232.6	—	5,510	—	52,102	—
Mexican-Caribbean (Spanish)	31.0	—	275.8	—	6,944	—	61,784	—
So. Hemisphere (Spanish)	13.0	—	150.8	—	2,912	—	33,784	—
Total Group	167.3	99.5	1,652.1	882.2	48,967	36,555	505,387	310,275

†Four issues in November 1960; five issues in November 1959.

	Pages Oct. 1960	Pages Oct. 1959	Pages Jan.-Oct. 1960	Pages Jan.-Oct. 1959	Lines Oct. 1960	Lines Oct. 1959	Lines Jan.-Oct. 1960	Lines Jan.-Oct. 1959
Foreign (October)								
Life International	93.4	84.7	829.0	730.7	63,580	57,715	563,720	496,655
†§Life En Espanol	51.6	54.0	392.7	514.1	35,190	36,720	267,155	349,605
Ex-Mexico Edition	62.4	54.2	471.3	519.7	42,500	36,890	320,535	353,515
	(10.6)	(0.2)	(78.4)	(5.6)	(7,310)	(170)	(53,380)	(3,910)
Caribbean Edition	93.4	—	684.1	—	63,580	—	465,205	—
	(31.0)	—	(212.6)	—	(21,080)	—	(144,670)	—
Mexican Edition	89.4	69.4	648.3	604.3	60,860	47,260	440,895	410,975
	(37.6)	(15.4)	(255.4)	(90.2)	(25,670)	(10,540)	(173,740)	(61,370)
‡Newsweek:								
Pacific Edition	122.9	99.8	1,042.5	810.9	51,622	41,929	437,850	340,582
European Edition	107.8	101.0	860.0	773.8	44,974	42,420	361,200	325,008
Reader's Digest:								
Arabic	36.5	31.5	359.0	314.5	5,986	5,166	58,876	51,578
Argentine	74.0	81.5	552.0	526.0	13,468	14,833	100,464	95,732
Australian	90.3	71.8	764.0	675.5	16,426	13,059	139,048	122,941
Austrian	78.0	72.0	637.0	594.0	14,196	13,104	115,934	108,108
Belgian	58.5	59.0	494.0	414.5	10,238	10,325	86,450	72,538
Brazilian	97.0	105.0	849.0	855.5	16,975	18,375	148,575	149,713
British	104.5	105.0	805.0	726.5	194,370	19,530	149,730	135,129
Caribbean	71.5	74.0	638.0	592.5	13,013	13,468	116,116	107,835
Danish	60.5	58.5	412.0	398.5	11,253	10,881	76,632	74,121
Dutch	76.5	69.0	601.0	450.0	13,923	12,558	109,382	81,900
Finnish	37.0	25.0	267.0	208.0	6,882	4,650	49,662	38,688
French	189.0	141.0	1,208.0	999.0	33,075	24,675	211,400	174,825
French-Swiss	41.0	30.5	300.0	235.5	7,175	5,338	52,500	41,213
German	147.0	142.0	1,076.0	1,038.0	26,754	25,844	195,832	188,916
German-Swiss	45.0	48.0	356.5	287.5	8,190	8,736	64,883	52,325
Iberian	85.0	72.3	740.0	704.8	15,470	13,164	134,680	128,265
Indian	80.0	69.0	552.0	548.0	14,560	12,558	100,464	99,736
Italian	109.0	89.5	786.0	679.5	18,748	15,394	135,192	116,874
Japanese	38.0	35.5	355.0	348.3	6,384	5,964	59,640	58,519
Mexican	70.0	63.5	487.5	486.0	30,940	115,570	88,725	88,452
New Zealand	61.0	18.0	377.0	223.5	11,102	3,276	68,614	40,677
Norwegian	63.5	61.5	448.0	424.0	10,668	10,332	75,264	71,232
Overseas Military	41.0	53.0	419.0	388.0	7,462	9,646	76,258	70,616
South African	81.0	79.5	755.0	685.0	14,499	14,231	135,145	122,615
Southern Hemisphere	30.5	24.0	221.0	199.0	5,551	4,368	40,222	36,218
Swedish	59.5	66.0	543.0	454.0	11,067	12,276	100,998	84,444
‡Time International:								
Time-Atlantic	170.5	144.6	1,351.0	1,171.4	71,575	60,690	567,420	491,960
Time-Latin American	116.3	115.4	962.1	1,012.0	48,825	48,440	404,390	425,040
Time-Pacific	128.9	95.3	1,037.9	919.1	54,075	40,005	435,855	386,365
Vision:								
|||Visao (Portuguese Edition)	184.3	171.5	1,563.7	1,478.0	77,420	72,030	656,740	620,760
Mexican Edition	123.5	118.7	1,088.8	991.4	51,870	49,840	457,310	416,395
Spanish Edition	101.5	101.3	889.2	808.6	42,630	42,560	373,450	339,605
Total Group	3,204.7	2,847.5	25,565.3	22,734.4	1,134,196	921,180	7,587,566	6,670,465

†Figures in parentheses are regional advertising only and are included in each edition's total. §Three issues in October 1960; two issues in October 1959. ‡Five issues in October 1960; four issues in October 1959. |||Four issues in October 1960; five issues in October 1959.

Safety Group Names Bria

The Assn. of State & Provincial Safety Coordinators, Washington, composed of safety experts from the U. S., Canada and Puerto Rico, has named Bria-Vandyke Advertising Associates, Phoenix, to prepare advertising and promotional material for a campaign to reduce traffic accidents. Four campaigns each year are planned. The first, to play up the moral responsibility of accident prevention, will begin Dec. 1.

Newsprint Consumption Hits Record Level

U. S. newsprint consumption for September totaled a record 454,369 tons, up 1.2% over consumption for September the preceding year. Consumption in the first nine months of 1960 totaled 4,061,511 tons, up 4.4% over the like period. Figures were supplied by newspapers reporting to the American Newspaper Publishers Assn. Estimated total consumption for the first nine months was 5,415,348 tons.

Roy Danish Joins TIO

Roy Danish, previously a partner in Smith/Greenland Co., has been named to the new post of assistant director of the Television Information Office, New York.

Name Changed to Warren Adler

Creative Consultants, a Washington, D. C., agency, has changed its name to Warren Adler Ltd., and moved to larger quarters at 1411 K. St.

The change is part of an expansion program, according to Warren Adler, president. Mr. Adler said the agency contemplates the establishment of a New York office, and offices in the South and West.

'Hospital Topics' Names Kinney

Hospital Topics, Chicago, has appointed John A. Kinney assistant to the publisher. Mr. Kinney was formerly executive editor and publications manager of the *N.A.R.D. Journal*, Chicago, official publication of the National Assn. of Retail Druggists.

Chain Names Gray & Rogers

American Stores Co., Philadelphia food chain, has named Gray & Rogers, Philadelphia, to handle its entire advertising account. The agency previously handled only radio and television advertising for the chain.

Champlin Oil Names Gaines

Champlin Oil & Refining Co., Fort Worth, has appointed Edward R. Gaines director of regional sales, a new post. Mr. Gaines was formerly manager of advertising and sales promotion.

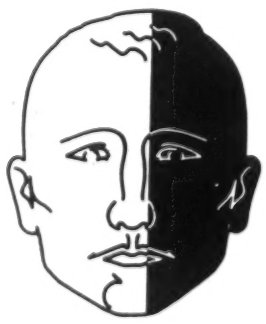
Wolfson to Vending Service

Harvey M. Wolfson, formerly with the *Philadelphia Inquirer*, has joined Publishers Vending Service, New York, as eastern sales manager of the company's new newspaper sales division.

John Allen Named M-E VP

John R. Allen, client service supervisor in the Chicago office of M-E Productions, has been appointed a vp of the McCann-Erickson radio-tv affiliate.

The Memphis Market has two ears



WDIA alone reaches the other one!

When planning your budget for the Memphis market, *remember* that 40% of the population is Negro—over 1,500,000 people, who earn more than a billion dollars a year! *Remember* that the only medium that effectively sells this big, rich market is Memphis' 50,000 watt Negro-programmed WDIA. Top rated for 10 years, WDIA is more than a radio station, it's an advertising force. No matter what other media you use, 40% of your Memphis area budget must go to WDIA or you miss nearly half of this rich market! Write today for complete details!

ARCHIE S. GRINALDS, JR., Sales Mgr. BERT FERGUSON, Exec. Vice-Pres.
EGMONT SONDERLING, President Represented by THE BOLLING CO.

WDIA

OTHER SONDERLING STATIONS:
WOPA, OAK PARK, ILL. KDIA, OAKLAND, CALIF.

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y. Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

U. S. CATHOLIC POPULATION JUMPS 37.5% IN TEN YEARS . . . NOW OVER 44,000,000*

Penetrate this market in depth through its largest magazine—

CATHOLIC DIGEST

CATHOLIC DIGEST delivers over 760,000 net paid circulation with prime characteristics for you . . .

Large families—
Over 4.04 children per household**

Urban and suburban readership—
Only 3.5% are rural, one of the smallest percents of all magazines**

Home owners—
75.3% own the homes they live in**

Large Consumers—
Spend more money on food per week than any other magazine audience**

LOW ADVERTISING COST—one of the lowest rates per thousand in the magazine field

* Several statistical estimates run well over 54,000,000, but we are quoting the lower figure of 44,000,000

** Consumer Market Report, 1959 Daniel Starch

For advertising rates contact . . .

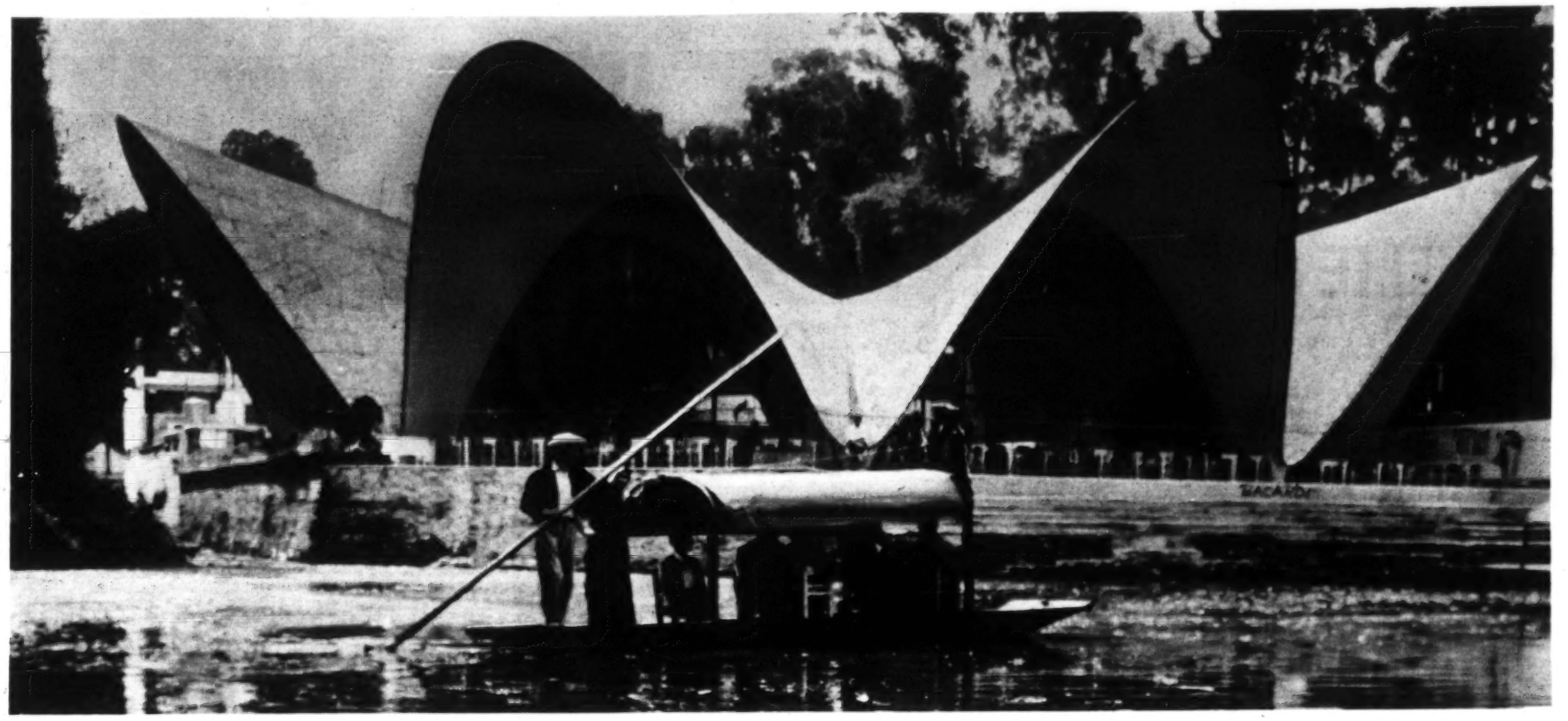
Eastern Representative
McClanahan & Co. LE 2-1234
295 Madison Avenue, New York 17, N. Y.

West Coast Representative
John R. Kimball & Co. DO 2-9183
420 Market Street, San Francisco 11, Calif.

Midwest Representative
Raymond J. Ryan & Co. AN 3-2240
35 East Wacker Drive, Chicago 1, Illinois

J. J. McCarthy, Advertising Director

CATHOLIC DIGEST
44 EAST 53RD STREET
New York 22, New York PL 3-0828



A modern Mexican restaurant—Los Manantiales—contrasts with the ancient canals of Xochimilco, where flower vendors offer their exotic wares.

IN LATIN AMERICA...

an unprecedented building boom is changing the face of the land. Proud skyscrapers, great industrial installations, modern luxury as well as low-cost housing all symbolize the growth and progress of the South American continent.

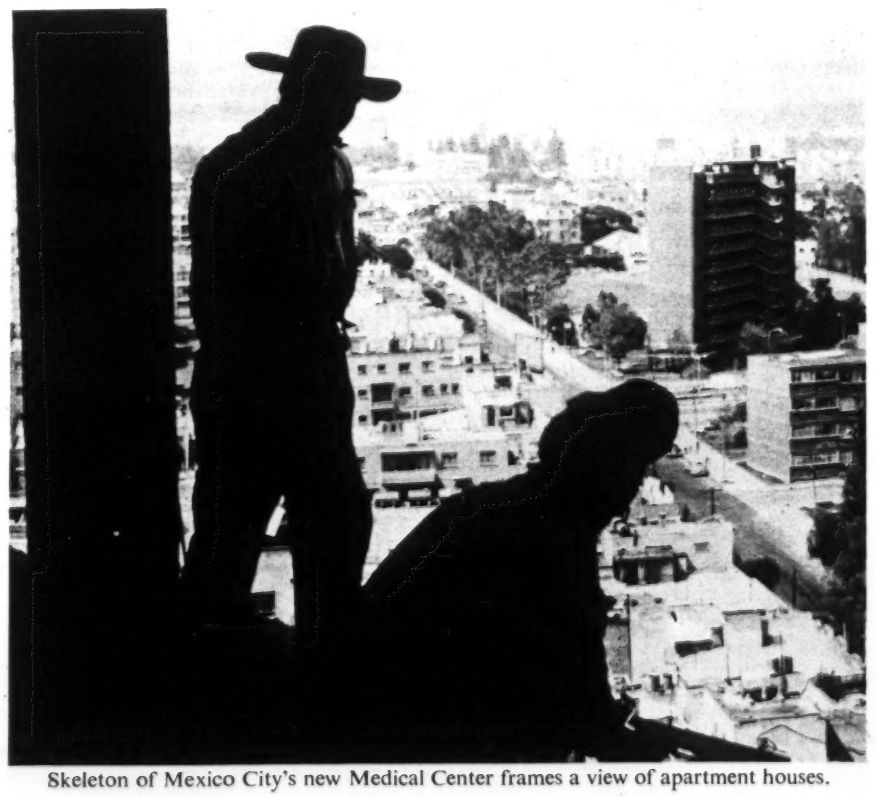
Latin Americans have a LIFE of their own—LIFE EN ESPAÑOL—in their own spirit, in their own idiom. LIFE EN ESPAÑOL has a circulation of 370,000* in Latin America and more than three million readers each issue. These readers—the great majority leaders in business, government and community life—look to LIFE EN ESPAÑOL for a clear, colorful, comprehensive picture of their hemisphere and their world. (A picture which is vividly drawn in authoritative, often exclusive articles and photographs.) They are your best customers in Latin America . . . and you can reach them best in LIFE EN ESPAÑOL.

LIFE EN ESPAÑOL

Rockefeller Center
New York 20, N. Y.

*And *four* ways of using it. LIFE EN ESPAÑOL provides four editions to pinpoint your market: the edition for all of Latin America, and regional editions for the Caribbean, Mexico, and all but Mexico.

These photos were taken by Frank Scherschel and Joern Gerdts for LIFE EN ESPAÑOL's exclusive article on the new Mexico City.



Skeleton of Mexico City's new Medical Center frames a view of apartment houses.

In the Pedregal are many luxurious modern homes, complete with swimming pools.

PHOTO REVIEW OF THE WEEK

G. W. Johnston H. F. Johnston Mrs. G. W. Johnston Turek

Cohen Eaton Mullen Atkinson

COCKTAIL PARTY—*Having fun during a social interlude at the Assn. of National Advertisers in Hot Springs, Va., were Mr. and Mrs. G. W. Johnston, Sterling Drugs; Harold F. Johnston, Oneida Ltd.; Bob Turek, Northern Paper Mills; Philip Cohen, Sullivan, Stauffer, Colwell & Bayles; Howard Eaton, Lever Bros.; Vernon Mullen, E. & J. Gallo Winery; and Maury Atkinson, Jacob Ruppert Brewery.*

Runyon Winslow Kohlman

McMechan Mrs. Sproull Sproull

Palmer Rutherford Orser

ANA ANNUAL MEETING—*Among advertisers attending the 51st annual meeting of the Assn. of National Advertisers in Hot Springs, Va., were Everett Runyon, California Packing Corp.; Ralph Winslow, Koppers Co.; Clem W. Kohlman, American Cyanamid Co.; Jerry B. McMechan, Ford Motor Co.; Mr. and Mrs. William Sproull, Burroughs Corp.; Chester (Chet) Palmer, Johnson Motors; Fred Rutherford, Drackett Co.; and Robert Orser, McCulloch Corp.*

Mueller Linger Tjaden Fromm Wolaver

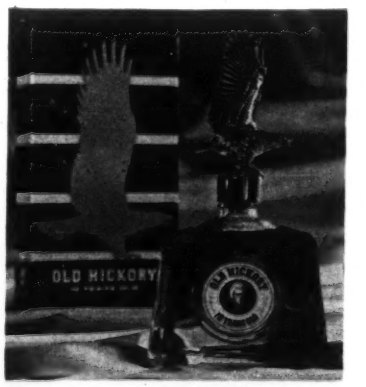
Duperrault Darton Mrs. McCabe Cavanagh Visk

BROADCASTERS ET AL.—*Among those attending the Broadcast Promotion Assn. convention in New Orleans were Fred Mueller, KSD-TV, St. Louis; Dean Linger, American Broadcasting Co., New York; Montez Tjaden, KWTV, Oklahoma City; Bill Fromm, NBC Spot Sales, New York; Charlie Wolaver, WHIO, Dayton; Doug Duperrault, WFLA, Tampa; Heber Darton, WHBF, Rock Island, Ill.; Mrs. Frank McCabe, Providence, R. I.; Jack Cavanagh, WPRO-TV, Providence; and Tony Visk, WPRO, Providence.*

Rupp Agnew Vane Vaden

Winther Partridge Christensen

ON THE AIR—*Chatting during the Broadcast Promotion Assn. meeting were Jim Rupp, American Research Bureau, Beltsville, Md.; Jack Agnew, WMC and WMCT, Memphis; Edwin Vane, NBC, New York; H. Taylor Vaden, WJZ-TV, Baltimore; and, from WBC stations, Donn Winther, WBZ-TV, Boston; Dave Partridge, Westinghouse Broadcasting Co., New York; Chris Christensen, KPIX, San Francisco.*



PRESTIGE—*Publicker Distillers is introducing its new 10-year-old Old Hickory bourbon in this Golden Trophy bottle. Ads—in newspapers and in The New York Times Magazine and The New Yorker—will play up the bottle. Ellington & Co. is the agency.*

57% keep for future reference!

Most media are short lived. The fifteen second commercial lasts fifteen seconds. The newspaper rarely outlasts its issue date. Many magazines are in use only a few days.

But SUCCESSFUL FARMING is read, studied, consulted, referred to, clipped, filed, kept in scrapbooks, for months and years. Some 57% of its families keep it for future reference; *and 70% refer to advertising in back issues!*

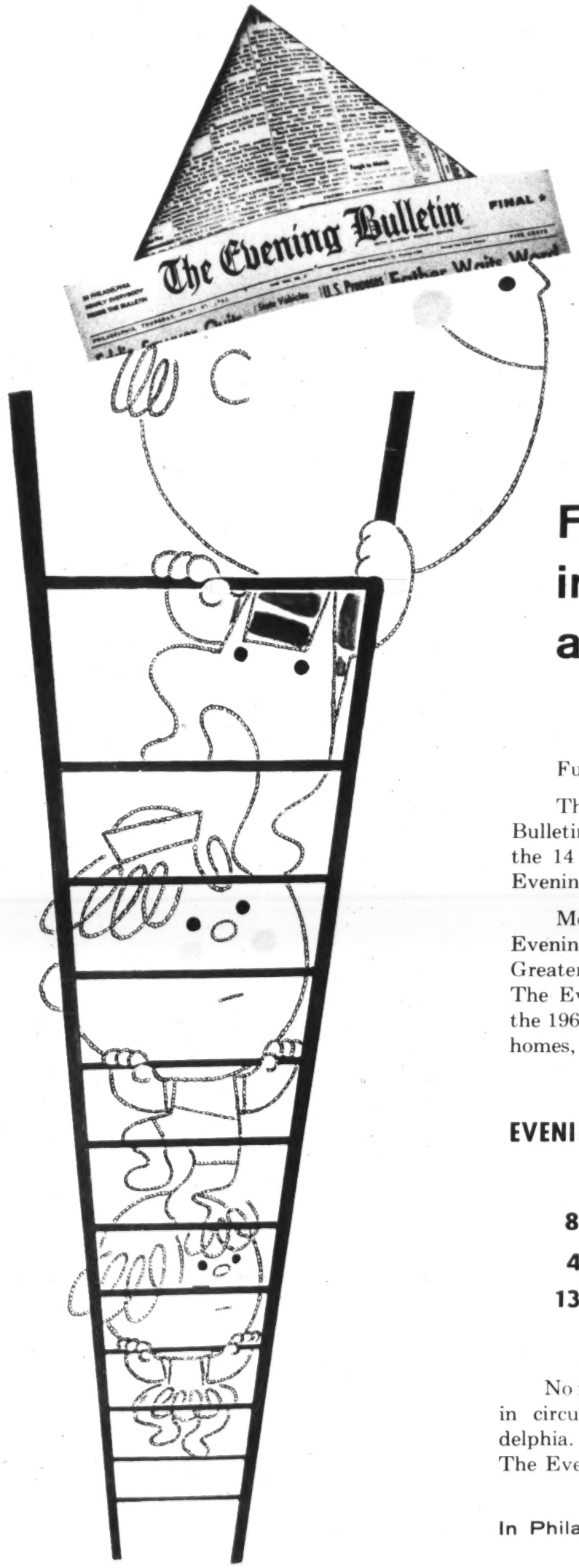
Why? Because this magazine gives big returns to its readers—in better business, in better living. It helps the business man farmer make better use of his time, his money, his land, his equipment; helps him plan his future. It helps his wife with her work, her plans, her menus, her children, her social affairs.

It gives case histories, reports of actual applications, diagrammatic directions. It pictures in color—kitchens, family rooms, laundries, bedrooms, patios, gardens, swimming pools. Its contents can be believed, trusted, followed. Because it has been benefiting its readers for fifty-eight years, it has a very considerable influence—unmatched by any other medium. And influence that affects the reception and response of every advertisement in its pages! The advertiser not only buys space, but influence.

In circulation, SF does not compete with today's telephone numbers. But of its 1,300,000 families 87% own or operate a farm—the cream of the country's big producers, big earners; and one of today's class markets.

Want your advertising to make some sales? Put it in SUCCESSFUL FARMING. Any SF office can give you all the details.

SUCCESSFUL FARMING . . . Des Moines, Chicago, New York, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.



Follow the LEADER in Philadelphia and its suburbs

Fundamentals first. Look at the A.B.C.

The 1959 A.B.C. Audit Reports show that The Evening Bulletin leads The Morning Inquirer by 145,637 circulation in the 14 county Greater Philadelphia Market . . . and The Evening Bulletin leads both in the city and in the suburbs.

More men . . . more women . . . more adults read The Evening Bulletin than The Morning Inquirer throughout Greater Philadelphia . . . both in the city and in the suburbs. The Evening Bulletin's male adult readership, reported in the 1960 National Analysts, Inc. study of adults in telephone homes, is 322,000 in the city and 338,000 in the suburbs.

EVENING BULLETIN LEAD OVER MORNING INQUIRER AMONG MEN READERS

84,000 or **35% MORE** in the City

46,000 or **16% MORE** in the Suburbs

130,000 or **25% MORE** in Greater Philadelphia

No matter how you look at it, The Evening Bulletin leads in circulation and readership throughout Greater Philadelphia. Follow the leader in Philadelphia and its suburbs—The Evening Bulletin.

In Philadelphia Nearly Everybody Reads The Bulletin

The Evening Bulletin Leads in Circulation *and* Readership . . . in Philadelphia *and* in Suburban Philadelphia

A MEMBER OF MILLION MARKET NEWSPAPERS, INC.
Advertising Offices: New York • Chicago • Detroit • San Francisco • Los Angeles

Suburban Philadelphia: 13 counties beyond the city in the 14-county Greater Philadelphia A.B.C. City and Trading Zone

Advertising Age

Feature Section

Weiss Attacks Dept. Store's Muddied Image

Leber's Twenty Are Toughies

Peeled Eye Returns

Butler Uncovers New Type Face

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

McMahan on TV Commercials . . .

McCann-Erickson, Campbell-Ewald Vie on TV for General Motors Corp.

Harry McMahan, tv advertising consultant, is including many of the commercials reviewed for these monthly columns in a new industry service, the McMahan Tv Commercials Library. First reels will be screened Dec. 3 before advertising classes at Harvard Business School.

By Harry W. McMahan

It's rare when two agencies can compete for an account with rival examples of their creativity . . . on the air. But it's going on now for General Motors.

McCann-Erickson went to bat first with the tv ads on the World Series. (We'll skip comments on these commercials . . . letters in AA's "Voice of the Advertiser" have been so pungently outspoken, we're not inclined to outspeak 'em.)

Harry W. McMahan

Campbell-Ewald's turn came with the Danny Kaye show three Sundays ago. (Comments below.)

McCann's next turn will be at Rose Bowl time. And a lot of eyes, including some very critical ones in Detroit, will be on that one.

Forget Nixon and Kennedy—*this* in the trade could be the real "Great Debate" of 1960. . .

The Trade: Oh, Kaye!

Raves on the Danny Kaye tv bow have just about topped anything the program critics have seen since Fred Astaire's similar debut on television (incidentally, for another auto corporation, Chrysler).

But this time the reviewers raved about the commercials as much as the program. It was a two-way smash for a one-man show.

Commercials were spotted well into the hour and there were only two: The first an astonishing 4½ minutes that never let up, the second a rapid-fire Danny Kaye patter song that clipped it off in the remaining 1½ minutes.

Kensinger Jones, C-E's senior vp and creative director, authored the big one personally, and only a stopwatch could tell you it ran as long as it did. There were nine cars featured, yet the whole thing was as simple as opening a door. And as smooth as Hydramatic.

It opened with Danny telling a story to children: "Once upon a time there were five cars . . ." and before he got through he'd covered all nine, carefully positioning each in the GM spectrum. For instance, Danny explained the two Buick lines and the new Buick Special this way:

"It's for people who want all the things that a Buick is . . . but in a smaller package . . ."

Simple. Wonderfully human language. A superb commercial.

450 Words in 90 Seconds

The second commercial had Danny Kaye in one of his typical machine-gun patter songs. It clocked in at about 450 words for 1½ minutes.

Fred Lounsberry of C-E wrote the original on this one, with Kaye and Sylvia Fine (Kaye's wife and writer-producer) on the rewrite of such material as:

". . . Be one of the voters for General Motors there's so much to choose from . . . They're spacious and gracious and most efficacious but they're tough and tenacious and if you think I'm getting loquacious: In short, they're sort of superior. A General Motors, in short, is something the wonders are from. I'll name them one by one . . ."

Danny names 'em, pattering rhymes and copy points all over the place. Our tape recorder was breathing heavily as it finished:

"If you want to be seen in a new limousine, or if you're a fan of a new sedan, if you fancy a wagon, a new station wagon, you feel you want steel or aluminum . . . a four-door, a two-door, a black door, a blue door, a low car, a tall car, GM has a lot and they all of them got plenty of room-in-'em . . . If you're thinking of trying and buying a car and you want to be clever whoever you are, I suggest that you test only that which is best and it's General Motors by far . . . The facts are assertable, incontrovertible. GM is away above par. Oh, you can't go wrong but you can go far in a brand new . . . General . . . Motors . . . car . . ."

Words fail me.

But they better not fail McCann, come the big contest in the Rose Bowl . . .

Sports in Slow Motion

One solution for McCann might be to call in its San Francisco office to quarterback the New Year's game. This very autonomous branch of McCann-Erickson ruggedly insists on its own brand of creativity. And it doesn't seem to have any trouble wrapping it up in a first-rate package of selling effectiveness.

Two current examples:

Lucky Lager has been the top-selling beer in the rough, tough California market since long before Rudy Vallee heisted the "Stein Song." Tv it takes in stride as befits a leader in the field.

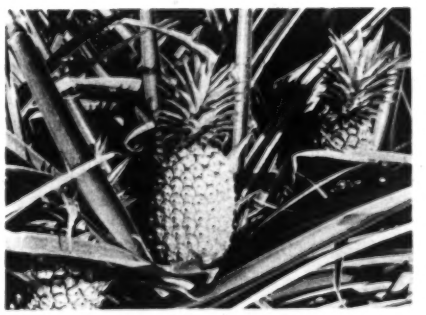
Now, sports is the theme and slow motion the treatment. For instance, "The Diver" is a slow-brewed sequence of graceful pictorials—almost a ballet in midair. Copy is restrained, a quiet restatement of their "real lager" story. It's a thoughtful, tasteful way to sell beer. A credit to tv advertising.

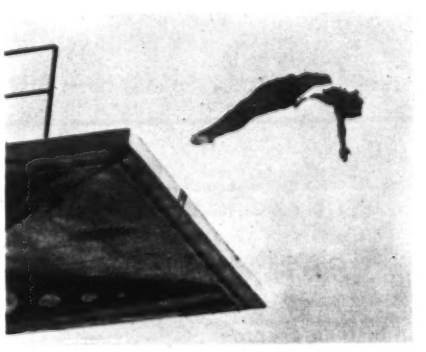
Score Again for Del Monte

Del Monte is another well-stocked powerhouse in McCann's San Francisco office. On tv now they've a real intriguer for Del Monte pineapple which follows a family pattern.

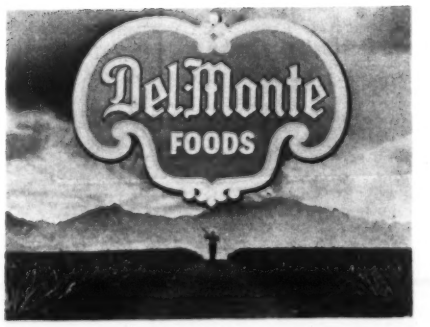
The strolling balladeer in the "Land of Del Monte" tells the story. This time it's Hawaii, the pineapple fields. In moving

General Motors

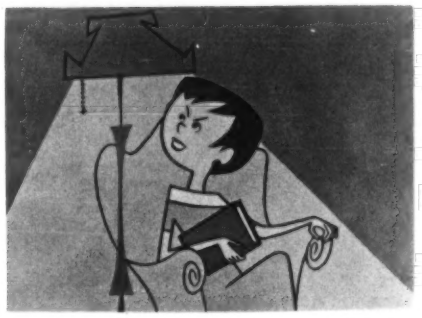


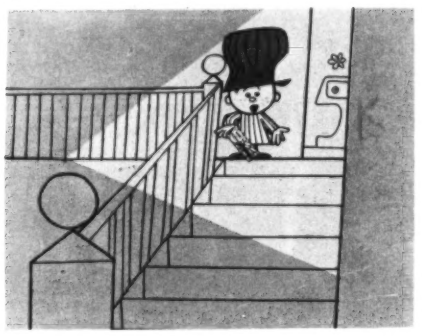


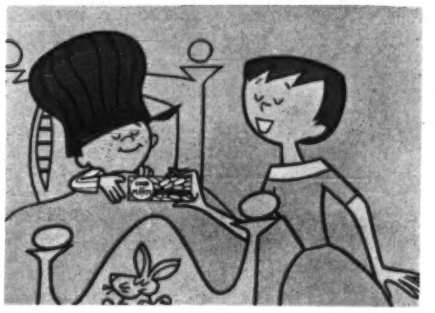
Lucky Lager

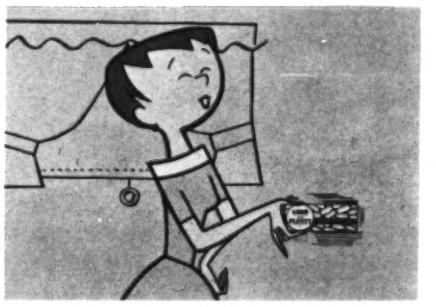


Del Monte









Good and Plenty

Johnson's Wax

Qantas Airways

progressions the camera carries the viewer closer and closer until the lush pineapple is split open. The juice sparkles and drips. The scene changes to the appetite-whetting slices, the product. Then back to the troubadour strolling on . . .

Makes your mouth water. Makes you feel real good about Del Monte. And, if you're in the trade, makes you proud of teevee . . .

John Magnuson, who also did that Lucky Lager commercial, is the writer, with Glen Hurlbut on the music. Jerry Warner & Associates were the producers.

Choo Choo Charlie's Mom

Choo Choo Charlie, that "Good and Plenty" engineer, is a favorite with the two young engineers at our house. Steve, who's six now, and Chris, who's three, are right with Charlie and his rattlin' good licorice box when it comes to getting that train a-rollin'.

Now comes a new spot in the series that weaves in a new and happy story twist with this clever identification device.

We meet Charlie's Mom who, like all little boys' Moms, is saying: "Charlie, you get back into bed this instant!"

"But, Mom, I gotta get some water for my engine . . ."

Mom muses, he'll drive me out of my mind with that train. "Charlie, you are *not* a train. You are *not* an engineer!"

Charlie finally wangles his drink of water, then back to bed, still wearing that engineer's cap of his. He dreams he's "Casey Jones" and the old song gets its commercial points across.

Dissolve now to Charlie fast asleep as Mom comes in. She tucks him in, takes off his engineer's cap, kisses him gently and sneaks the Good and Plenty box out of his tight little fist. Mom starts to leave, looking about a bit self-consciously, then starts the box rattling as she choo-choos off into the night.

Bauer & Tripp, Philadelphia, is the agency on this delightful series, with Elmer Jaspan producing. Chris Ishii at Pelican Films designs and animates 'em. Tony Faillace does the music.

Remind me to take home *three* boxes tonight . . .

Mrs. Doubting Thomas

Speaking of pride, Johnson's wax has a product of the same name with a commercial in which they can take a good bit of . . .

Oh, well . . . it features Mrs. Doubting Thomas ("from Missouri"), a cute and pixie little character who always says, "Seein' is believin'." This sets up the copy line, "The wax you *see* work for you" and a good demonstration of the Pride "haze" in action.

Mrs. T is from the NL&B shop, Chicago, out of Animation Inc., Hollywood. Well bred. Lots of polish.

Putting U in Qantas

Qantas Airways has always excited much trade comment with their print ads and it's good to note they can do the same in tv.

This one has a sleek (wow!) lady traveler at the customs desk with her Qantas flight bag. An endless procession of things come out of it: A statue from Rome, frankfurts from Frankfurt and so on, even to a baby kangaroo from Australia. Back go them all into the little bag, as the droll commentary again recites the travel points. It's good fun, good reminding, puts you right in there with Qantas, u know. . .

Bob Matthes dreamed it up for Cunningham & Walsh (San Francisco again). And a bright and promising Bay area production house, Davidson Films, put it together. Nice direction. Superb casting (and we're not talking about just the kangaroo).

Thanksgiving Notes

We'd be thankful if:

Speidel watchbands wouldn't shovel so hard with an otherwise fine announcer, Bob Warren. And copy like, ". . . gold-filled, not gold-plated" is pretty disgraceful.

The cigaret commercials would get everybody out of the swimming pools and the surf before something freezes over. At least four of them have had a moist swimmer reaching for a fag (or vice versa!) this season. No question, 1960 is the year of the wet cigaret . . .

Those Poli-dent commercials would quit beating their gums.

And the gum commercials would quit beating the dentifrice claims at cleaning teeth. And reducing. Let's call the police on such specious advertising.

Turkeys all. But it's good to sit back and look at the whole business this Thanksgiving and know tv advertising has come a long, long way. The good is getting so much better.

Even the bad is getting better! #

Salesense in Advertising . . .

You Don't Have to Be a College Graduate

By James D. Woolf
Advertising Consultant

A discouraged young man from Ohio writes me the following letter: "More than anything else, I want to make advertising my career. I have been turned down by at least 50 agencies and advertisers. The trouble seems to be that I am not a college graduate. I am a high school graduate, however, and have had three years of selling experience. I read every publication about advertising I can lay my hands on, including Advertising Age. What can I possibly do to get a start in the business? I am willing to begin at the very bottom."

James D. Woolf

More and more, agencies and advertisers are closing their ranks against non-college boys and girls, and I can understand what this young man is up against. It's almost impossible to get a hearing, let alone be given serious consideration.

■ A college education is not necessarily an open door to a career in advertising. There are people who are natural admen, and it is hard to say what makes them tick. They come from all walks of life, with all kinds of cultural and educational background. Advertising men and women arrive at their destination via a hundred routes. They have no common genesis. If one inquires into their beginnings, one finds former school teachers, traveling salesmen and retail sales clerks, newspaper reporters and editors of campus publications, stenographers and secretaries, typists and clerks, Phi Beta Kappas, and graduates of evening and correspondence schools, amateur poets and printers' helpers.

It is hard to say what combination of qualities makes a good advertising writer or account executive. In the writing end of the business certainly a natural aptitude for putting words together is a requirement, yet many persons with considerable talent for writing have not been successful in advertising. Equally important is a "feeling" for people, a keen and sympathetic understanding of human motivation. "I think the key quality," says Jim Young, "is a certain kind of instinct for making any kind of proposition alluring to a large number of people." This "instinct" is not necessarily something that is learned in a college classroom. I know for a fact that many highly successful admen never set foot on a college campus.

■ I am sorry I cannot tell my Ohio correspondent how to get a job in advertising. There is no formula, no established method of procedure. The principal requirement is perseverance. Keep at it. Write letters. Make telephone calls. Follow up every lead that comes to your attention. The big thing is to make a start, however modest. Get in anywhere, so that you can see the wheels go 'round. "Then," as Mr. Young says, "keep one foot in front of the other—remembering, as Robert Louis Stevenson said, that " 'to travel hopefully is a better thing than to arrive; and the true success is to labor'." #

Tips for the Production Man . . .

I Rise in Flames, Cried the Sans Serif!

By Kenneth B. Butler

Type revivals usually do not occur until at least a couple of decades after the first bloom of youth has faded. We will find a new type face, use it recklessly until suddenly we find ourselves "up-to-here" with it, then discard it with disdain —only to rediscover it a generation or so later and go through the process all over again.

Certainly the recent and now fading revivals of the Clarendons and certain members of the Cheltenham family have slavishly followed this logical-illogical pattern.

Thus it is with no little surprise that we note the emphatic boom in the use of sans serifs so soon after what had appeared to be the dismal end of a 30-year love affair.

■ Purists may observe that the "new wave" is in the News Gothic-Grotesque pattern rather than the Futura-Tempo style which dominated through the '30s and '40s, finally swan-songing in the middle '50s—but the difference is largely academic, and probably invisible to the general public.

The extent of the boom is, I think, most dramatically confirmed by the announcement of American Type Founders that they will merchandise the 21-member Univers sans serif series. A quick count of the modest number of type faces, new or revived, issued by ATF in the last

A few things that will not change in Washington, D.C. in the year 1961

☆The Nation's Capital will continue to be one of the richest and most important markets in the U.S.A.

☆Business will continue to be good here because government is the No. 1 industry in Washington—not subject to the common ups and downs of the economy.

☆The Washington Star will continue to provide its famous *Extra Selling Thrust* for advertisers because The Star is virtually "part of the family" in the Metropolitan Washington area and its circulation (highest in The Star's 108 year history) is concentrated in the high income areas that comprise the families that are your best customers.

☆ *One of the most logical steps for increased business in 1961 is an increased schedule of advertising in The Star—Washington's Award-Winning newspaper.*

THE WASHINGTON STAR WASHINGTON, D. C.

Member of MILLION MARKET NEWSPAPERS, INC.

New York: 529 Fifth Avenue • Chicago: 333 N. Michigan Boulevard • Detroit: New Center Building

Los Angeles: 3540 Wilshire Boulevard • San Francisco: 111 Sutter Street

Special Florida Representatives: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Avenue, Miami Beach, Florida

decade, accents the startling scope of this announcement. (Parenthetically, however, it should be noted that ATF did not create Univers but is distributing the type in the United States for the French type founders, Deberny et Peignot.)

Almost simultaneously the Italian type founders, Societa Nebiolo, issued its own 21-member sans serif series, Recta, which will eventually be made available to American printers through Amsterdam-Continental.

■ And, wonder of wonders, our own Ludlow Co. will not find itself lagging six or seven blocks behind the rest of the parade. For Ludlow has, in the past few years, been gradually adding to its Record Gothic family so that it now has a very respectable line, very much in harmony with the "new wave," and the publisher who depends on Ludlow for headline display no longer must content himself with the tired Tempo look.

The magnitude of what's coming in the next few years is further suggested by a survey of contemporary European printing. One of my associates, who recently returned from the Continent, reports that in Switzerland, usually a leader in affairs typographic, you are likely to see nothing but sans serifs, and that the same situation, if to a lesser degree, may be found in many other European countries.

Even with this evidence, however, I can not help but wonder just how the Univers and Recta series will fare. Both offer some improvements over Venus and News Gothic, but are the improvements sweeping enough to overcome buyer resistance from typesetters whose cases are already

NEW SANS-SERIFS—*Univers, a 21-member sans serif series designed by Frutiger for Deberny et Peignot, French type founders, and soon to be launched in the United States by ATF. A very similar series, Recta, has been drawn simultaneously for Italy's Societa Nebiolo by Novarese, and will be released here through Amsterdam-Continental.*

stocked to overflowing with News Gothic, Venus, Standard, and the various Grotesques? I imagine not, although perhaps there is a large, untapped market of which I am unaware.

Regardless of this question, however, there would seem to be no doubt about the strength of the trend itself. The bulk of the new major advertising campaigns are leaning in this direction, and, if nothing else, we can anticipate myriad imitations of these for a good many years to come. #

BIZ QUIZ

Lester Leber

Compiled by Lester Leber

WARNING! These aren't easy. Nobody is likely to know all the answers. But a well-informed adman should get at least a dozen right. You'll find the answers on Page 122.

1. Of all homes with tv sets those that watch during the daytime represent
   (A) 15% (B) 50% (C) 85%
2. Cost of two prime-time 20-second announcements on a leading tv station in each of the 15 top markets is about $20,000. Cost of the same schedule in all of the 75 top markets is about
   (A) $40,000 (B) $60,000 (C) $80,000
3. Is it permissible to mention a guarantee during a 10-second tv commercial without giving its terms and conditions?
   (A) Yes (B) No
4. Magazine running most advertising pages per issue is
   (A) Life (B) Reader's Digest (C) McCall's
5. Among magazines the most populous grouping is
   (A) Weeklies (B) Monthlies (C) Annuals
6. Architectural Forum is published by
   (A) Curtis (B) Fairchild (C) Time
7. This fall Camel cigarets are running ads in every daily and weekly newspaper in the U. S. The total number of newspapers being used is about
   (A) 5,000 (B) 10,000 (C) 25,000
8. When editors of daily papers were asked how they prefer to receive local-interest releases, they gave the most votes to
   (A) Directly from company headquarters
   (B) From local office or representative
   (C) Makes no difference
9. Largest advertiser headquartered in the West is
   (A) Carnation (B) Max Factor (C) Kaiser
10. Based on amounts of advertising agency billings, New York and then Chicago are America's top ad centers. Next comes
    (A) Detroit (B) Los Angeles (C) Philadelphia
11. Among food products the most-advertised category is
    (A) Meat, fish and poultry
    (B) Baked goods and baking supplies
    (C) Dairy products
12. For those who win prizes in consumer contests, average number of entries is
    (A) 3 (B) 7 (C) 12
13. Most-wanted category of executives sought by large corporations is
    (A) Sales (B) Advertising (C) Engineering
14. Field costs for salesmen of industrial products work out to a per-call average of
    (A) $5 (B) $20 (C) $35
15. Of America's 60,000,000 taxpayers, the group that earns the largest total is
    (A) Lower - incomes under $4,000
    (B) Middle - incomes from $4,000 to $10,000
    (C) Upper - incomes above $10,000
16. More than 10,000,000 Americans work in industries connected with motor transportation. Biggest employer is
    (A) Trucking (B) Sales & service (C) Auto plants
17. Suburban families now buy about 95% of their food and liquor in suburban stores. The merchandise that they are most likely to buy in their central city is
    (A) Men's apparel (B) Women's apparel (C) Appliances
18. For every $100 spent by the white housewife on apparel for herself and her daughters a Negro housewife in the same economic bracket spends
    (A) $55 (B) $100 (C) $145
19. World's largest dispenser of food for on-premises consumption is
    (A) Howard Johnson (B) Woolworth (C) Hilton
20. Fastest-growing source of business for Sears and Ward's is
    (A) Retail stores (B) Mail orders (C) Telephone orders

On the Merchandising Front . . .

The Department Store 'Image' Among Its Resources

By E. B. Weiss

This is the age of the image.

What, then, is the image of the department store among its resources?

Answer: the most muddied image of any mass retailer!

E. B. Weiss

Now I know full well that we have some truly great department stores; great in integrity, great in management, great in merchandising. And I know equally well that all resources do not rate halos.

But I earnestly believe that many—and maybe most—department store resources, if asked to rate department stores *as a type of outlet*, would level the following charges:

1. Decadent.
2. Inefficient.
3. Lacking in integrity.
4. Grasping.

■ Now it is traditional that manufacturers seldom rate their distributors highly—wholesale or retail. It is also traditional that distributors seldom rate manufacturers highly. And there is plenty of justification for this attitude on both sides.

But I doubt that there is any group of manufacturers, any group of wholesalers, any group of large retailers whose "image" comes through so cloudy as that of department stores in the eyes of so many of their resources.

And of all the complaints leveled by resources at department stores, their "demands," their "grasping" tend to be most prevalent.

■ Does the department store, as an outlet, really make more "demands" on its resources than do the various chains? Is it really more "grasping" than the food chains or the drug chains, for example?

Maybe the department store, simply because it has been around longer than most of its chain rivals, has become the traditional whipping boy of suppliers. Maybe the older chain rivals are still so young that they haven't *quite* learned *how* to be equally demanding (although this gap is being closed); maybe the younger chain rivals (like some of the discount chains) may still tend to tread and speak softly in order to get wanted lines and brands.

But I am not digging for the causes. I am not dredging up explanations. I am simply stating what I firmly believe to be fact: the image of the department store with its resources is not good. It's bad!

■ If the traditional department store were the *only* department store type of outlet, this state of affairs would still demand correction. But this is no longer the case. If anything, we have more true department store units operated today by retail organizations that are not classified as department stores, than are run by department stores themselves. And the total of these competing department stores is mounting with extraordinary rapidity.

Until very recent years, the major competition of the traditional department store was the specialty store. Today, the major competition of the traditional department store is *both* the specialty store *and* the giant one-stop store units that its chain rivals are opening every day.

My observation has been that many long-standing resources have noted the

REPORT: 1st ten months of 1960 vs. 1st ten months of 1959

LOOK

LEADS ALL MAGAZINES

IN THE NATION

IN AD REVENUE GAINS

and for the last 2 months
of 1960, LOOK's ad revenue
shows increases of more than 20%

ART & COPY

emergence of this new competitor of the department store with considerable relish. With justification or not, they have concluded that here is an opportunity to pay off some old debts—and some debts not quite so old.

■ Moreover, these newer types of department stores may not exactly be coming to the supplier hat in hand; but, at least for the time being, they have been not quite so demanding, especially when they seek out lines and brands that have been wedded for years to the traditional department stores. To these suppliers, this buying attitude is rather pleasant—a refreshing contrast. Nothing strange or odd about that.

It strikes me that the management of many department stores might do well to obtain a *true* rendition of their "image" with their resources. And then, having hung that vendor relation picture on the wall of their executive offices, perhaps it would be in order to take at least some steps to change the scowling image into something more akin to a smile.

■ Over a decade ago, several department stores appointed a *director of resource relations*. Whether this was ever more than a gesture I'm not certain, but certainly it was at least an acknowledgement of the existence of an undesirable state of affairs and an acknowledgement of the need for correction.

That was before the department store lost its position as the kingpin of retailing, although it came about when the downgrading of the department store as the exclusive in the world of multi-department operation had already proceeded apace. Yet even then there was the implicit admission that a major resource is a major asset, even to a department store.

Today, the asset value of desirable resources to the traditional department store is vastly greater than it was even a decade ago. Its new competition underscores this fact. But, with the exceptions that must always be noted, if department stores are in any way aware of this fundamental, then they have been conspicuously unsuccessful in persuading their resources that they have really changed their spots.

Of course, the basic question is: Have they changed their spots?

My conclusion: With only a few exceptions—NO! #

Agencies Ask Us . . .

Are We Washing Our Hands of National Danger?

By Kenneth Groesbeck
Advertising Agency Consultant

More and more agency people seem to be wondering, these days, about what part they should take, if any, in the attempt to influence public opinion on matters of national import. Like all of us, they tend to duck the responsibility. Yet we all admit that these are parlous times for our nation and the world. If any business group should make itself heard, is there any with a greater obligation than ours?

Kenneth Groesbeck

We advertising men and women are supposed to understand people, and we are employed by industry to utilize that understanding to influence the thinking of others. Have we any right to evade this responsibility? Shall we not further lose prestige and standing if we restrict our advice to matters we are paid to advance, and keep our mouths so persistently closed on matters which affect the welfare of our people?

Perhaps it may clarify the matter a bit if we try to indicate the danger areas, describe what currently is being said about them and by whom, state as fairly as we can what is being accomplished, and attribute either success or failure to the proper causes.

■ *First, the great danger area is evidently the so-called "cold war,"* in which Communism, by totally unscrupulous but highly effective devices, is steadily coming to control not only world territory but also world opinion.

Second, much is being said about the situation, but mostly by individuals who lack the impact and authority of government leadership.

Third, entirely too little is being accomplished in the guidance of public opinion.

Fourth, the failure is understandable: We need to understand it and do something about it.

■ Don't say they're not trying to tell us. In *United States News & World Report*, July 4, 1960, Dr. Charles Malik, former president of the United Nations General Assembly, asks, "Is it too late to win against Communism?" His answer is "yes," unless we change our entire approach. Presently, we are losing the cold war. This publication is sufficiently authoritative to have been quoted by President Eisenhower in his television interview (one of his finest performances) with Washington women.

■ *Reader's Digest* not only quoted Dr. Malik's piece for its well deserved millions of readers, but in its November, 1960, issue published "America, Wake Up!" by Gen. Carlos P. Romulo, in which the wise Philippine ambassador to the United States lays it on the line for us in words of one syllable. "The unfortunate truth is," he writes, "that the free world leaders *are dealing with a sinister global conspiracy by international gangsters as if it were an old-style dispute between civilized nations which respect the diplomatic niceties and the sanctity of treaties.*"

These are only two examples of warnings from wise and experienced men which are currently being given us in print and over the air. Just how much impression, however, is being made on our people? Just how completely have we come to believe that the Russians are not to be trusted, that they respect nothing but strength and force, that we must immediately stop being polite and start getting tough?

If our people had truly been alarmed about these dangers, they would certainly have been the principal subject of the so-called debates in which some 70,000,000 of

The Creative Man's Corner . . .

Core of the Matter

This advertisement has a realistic, materialistic story to tell—we assume. The copy says that U. S. Koylon is "made with thousands of small cores on BOTH sides. Not just a skimpy few on one side, like some mattresses. The result is a specially sensitive, solid foam that conforms like water to every curve, yet firmly supports the entire body."

Good writing here. Graphic in its description—you can feel it. But *what* is a core? And how many cores should a cubic inch of foam rubber have? What's the difference in actual core count between U. S. Koylon and "ordinary" foam rubber?

This is a serious matter. Americans are a people brought up on facts. How would *Consumer Reports* tell this story? Or *Reader's Digest*? Would they try to disguise it by showing a female with a halo? And what, exactly, does "The good wife insists on the *best* sleep for her better half" really mean to a feminine reader? How many wives do not feel they are keeping the best possible house they can for their spouses—under the circumstances? Wouldn't it be better selling to acquaint them with the tangible superiority of U. S. Koylon (if it *has* a tangible superiority) over other foam rubbers—against the day when a number of little women may be in the market for a new mattress (which isn't exactly an impulse item). #

NCE UPON A TIME THERE WERE SOME LITTLE MICE WHO ALMOST DIED OF LEUKEMIA . . .

But not this time! Thanks to management men in the Chemical Process Industries—and the research they direct—a new serum now protects mice against deadly leukemia. Next step, human beings. Thus, another inch forward in the inexorable war against cancer . . . and the world of wonder drugs widens.

CPI-Management is putting more millions into Research and Development . . . more than any other field, and a far greater share of its sales dollar. This is the beginning of a chain to new profits that links "managers" at all operating levels . . . from research to plant building to production, engineering, purchasing, marketing – right up to top administration. Not by coincidence, but by deliberate design, this parallels the concept and content of CHEMICAL WEEK.

Of all CPI publications, only CHEMICAL WEEK is obligated to think like management, act like management, justify itself with a content pointed to "net profits" 52 weeks a year. It takes 33 full-time editors, a network of correspondents and the full facilities of McGraw-Hill National and World News to do this. That's why CHEMICAL WEEK has earned the label, *"Industry Spokesman for CPI-Management"*. . . your one best medium to sell the Chemical Process Industries!

Chemical Week

A McGraw-Hill Businesspaper (ABC-ABP)

us listened to those two able young men discussing our national problems.

■ Instead of such vague concepts as "national prestige," we would have been hearing "national danger," and what to do about it. Who cares about "prestige?" What we should be worrying about is *survival.*

Politicians understandably talk about matters which affect votes. They do not get into such deep waters as national danger unless they have to. And they only have to if the people are really scared, really emotionally stirred. So the failure of our leaders to talk turkey on these vital issues is due to national inertia, which in turn is caused by two autos in every garage and plenty to eat. Presently, we may well be too fat to be frightened.

I think that all advertising people can do in this emergency is to agitate for a realistic publicity campaign to scare hell out of our people. If enough advertising men and women agreed on the danger, perhaps a concerted effort through the Advertising Council, for example, could light a fire under our national leaders and blast us out of our well-fed indifference.

What if every national advertisement carried the line "Don't trust the Russians!" Would anything happen?

"Delenda est Carthago" shouted often enough in the Roman Senate, got results, didn't it?

What do *you* think? #

The Peeled Eye Department . . .

For Little Mothers with Little Mistakes

By Dick Neff

The Playful Make-up Man

It was extremely thoughtful, indeed, of E. J. Korvette to advertise a maternity dress sale on the same day that the *Philadelphia Evening Bulletin* ran an article headlined: "Florence Crittenton Home Cares for Unwed Mothers." (See illustration.) And it was extremely thoughtful of Daniel B. Moskowitz of *Business Week* to send it to us.

Dick Neff

Ad-ecdote Dept.

"So you want an ad-ecdote," writes Norman Gort, director of publicity, Glassine & Greaseproof Manufacturers Assn., New York. "This happened about 10 years ago when Al Tennyson (now K&E, I believe) and I were at Newell-Emmett. Al phoned Celebrity Service for some information.

"The gal answering Celebrity's phone did not recognize Al's name as a subscriber or as a member of Newell-Emmett (Al had just joined the agency). She suggested that Al hang up and she would phone him to be sure he was at N-E. Al did and when she rang back and announced she was Celebrity Service, Al said that he couldn't talk to her unless he was sure she was Celebrity Service. He suggested that she hang up and he would call her back. He hung up and someone else had to phone for the information."

$70,000 Copywriters, Attention!

If you're thinking of switching jobs and don't mind changing for just a teeny little increase in salary, perhaps this want ad from the *New York Times* will be of interest:

ADV. COPY — TO $85,000
Agricultural or Animal Health
Hadle Agcy., 20 East 53 St.

James C. Ottinger, director of advertising for Wassell Organization Inc., Westport, Conn., spotted this typo.

For no good reason at all, it reminds us of the one about the eager vaudeville artist trying to get on a big tv special.

"What's your act?" asked the man behind the nickel cigar.

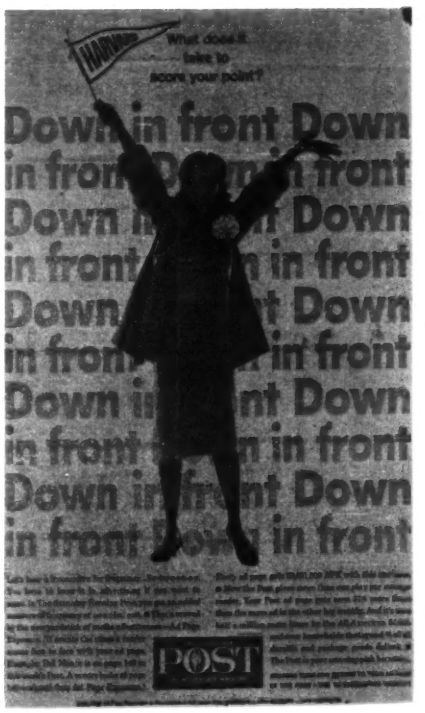
"I can juggle 75 bowling balls and 15 rabbits while all the time balancing myself on my nose . . . " said the performer.

"We got a juggler," was the reply. "Got anything different?"

"But you see, I do this while beating my bongo drums and playing the accordian," said the performer.

"So what other acts you got?"

"But I haven't finished!" said the vaudevillian. "Through my teeth the whole time I'm whistling 'I'm Forever Blowing Bubbles' *backwards* while I'm blowing



real bubbles!"

"You're wasting my time," was the bored reply. "Got anything else to say?"

"Yeah, just one thing more," said the performer. "I'm a dog!"

Have a Li'l Stromberry Blonde, Y'All?

"I thought . . . the *Atlanta Constitution* was getting a little risqué . . . until I read further," writes Robert Barner of D'Arcy's Atlanta office. His enclosure: A food page item with this headline . . .

Greek Tarts Make Party Fun for the Hostess, Too

It's What's up Front That Doesn't Count

Unless Charles Ravenel and his playmates have wrought a greater miracle on the Charles than the opening of the Red Sea, there's something awfully fishy about the *Saturday Evening Post* ad you see here.

"Down in front—Down in front—Down in front," reads the big type in back of the exhibitionist with the phony Harvard pennant.

Absurd. At a Harvard game nobody would be standing up. In fact, they wouldn't even be watching the game. #

Learning from the Retail Ads . . .

The Sticky Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

We have said here more than once that advertising is "communication" or it is nothing. The creator of an ad might well imagine his rightful typical prospect seated before him, with two great questions emblazoned on his (her) forehead: "Are you talking to me? What are you trying to say to me?"

This little idea, if applied to all ads as they are created, would keep many current weak ads from ever running. It is especially true that art and headline should be selective when a store is attempting to select some special audience out of the newspaper's total circulation.

■ The ad at top appeared in a great fat metropolitan newspaper. Business men do not scan the ads as carefully as most women do. You need to "stretch"—to work—to get them. This ad on four columns addressed to business men might better have told its story more forthrightly.

Its headline, among other weaknesses, is ambiguous. Is the word "shop" a noun or a verb in the second line? See how many words you must read to get a complete thought, easily understood?

This rough layout is a suggestion to point up the matter of communication. Try reading the revision for the bones of the story. #

BIZ QUIZ

1. **(C)** Recent study by Television Bureau shows that 85.9% of all tv homes view daytime tv and that every weekday delivers 19% of audience during the average minute between 6 a.m. and 6 p.m.
2. **(A)** Weekly cost for a pair of 20-second spots in each of the 75 top tv markets is $43,130.
3. **(B)** FTC warns that insufficient time in a commercial is no excuse for inadequate explanation of a guarantee.
4. **(C)** For first 8 months of year, McCall's averaged 83 pages per issue, Life, 74; Digest, 70.
5. **(B)** SRDS lists 64 weeklies, 59 annuals and 343 monthlies.
6. **(C)** Time Inc. publishes Forum along with Time, Life, Fortune and Sports Illustrated.
7. **(B)** Camel ads are appearing in 8,000 weeklies, 1,200 dailies and 200 Sunday newspapers.
8. **(C)** Luce Bureau reports that 81% of editors say it makes no difference where a release comes from as long as it is localized for their own city.
9. **(A)** Carnation leads in the West with a $10,000,000 budget. It is followed by Ralston, Clorox, Kaiser and Factor.
10. **(A)** In 1958 Detroit's agencies billed $334,000,000, Los Angeles-Long Beach $220,000,000 and Philadelphia $100,000,000.
11. **(B)** Although "meat, fish and poultry" represents triple the dollar volume of "baked goods and baking supplies" it spends one-fourth as much on measured advertising.

Answers to the questions on Page 118.

12. **(C)** Survey of entrants in four recent contests showed that half of them submitted more than one entry and that winners averaged 12½.
13. **(A)** According to a survey by Executive Manpower Corp., big companies are looking for executive personnel in this order: (1) Sales (2) Production (3) General management (4) Engineering (5) Marketing/Advertising.
14. **(B)** J. Walter Thompson's research shows that salesmen for industrial products can afford to devote only 45 minutes a year to an account and that it costs $20 to make an average visit in the field.
15. **(B)** In 1957 the middle group earned $156 billion while the lower and upper brackets were each around the $60 billion mark.
16. **(A)** Trucking industry employs 6,564,424 while 2,023,219 are in sales and service and 789,827 work for the car-makers.
17. **(A)** The suburban male purchases about 40% of his wardrobe in the big city while his wife goes to town for only 25% of hers. They leave the suburbs for 30% of appliance shopping.
18. **(C)** Surveys show that Negro women spend from 12% to 85% more for their apparel than do white women in the same income classification.
19. **(B)** F. W. Woolworth Co. serves food in 1,700 outlets, making it second only to the U. S. Armed Forces as a dispenser of prepared edibles.
20. **(C)** Sears, Roebuck reports that telephone business has increased 50% in the last five years. Montgomery Ward says it has doubled in the last decade.

Here are some of the newspapers and supplements who saw the value of Advertising Age's readership and leadership for their promotion efforts during the first 8 months of 1960.

Akron Beacon-Journal
Alaska Dailies
Ann Arbor News
Appleton Post-Crescent
Atlanta Constitution Journal
Atlantic City Press
Baltimore News-Post, American
Baltimore Sun Papers
Bangor News
Barre Times
Baton Rouge State-Times Advocate
Bay City Times
Bloomington Pantagraph
Booth Michigan Newspapers
Boston Globe
Boston Herald, Traveler
Buffalo Courier-Express
Buffalo News
Burlington Free Press
Charleston (W.V.) Gazette, Mail
Charleston (SC) Post News & Courier
Charlotte News, Observer
Chattanooga News-Free Press, Times
Chicago Daily News
Chicago Defender
Chicago's American
Chicago Sun-Times
Chicago Tribune
Cincinnati Enquirer
Cincinnati Post & Times Star
Cleveland Plain Dealer
Columbus Dispatch, Citizen-Journal
Copley Greater Los Angeles Group
Copley Northern Illinois Group
Corpus Christi Caller, Times
Dallas News
Denver Post
Des Moines Register Tribune
Detroit Free Press
Detroit News
Detroit Times
Eau Claire Leader, Telegram
El Paso Herald-Post, Times
Eugene Register-Guard
Fargo Forum
Flint Journal
Fort Lauderdale News
Fort Wayne Journal, News, Sentinel
Fort Worth Star-Telegram
Gary Post-Tribune
Georgia Group
Grand Rapids Press
Green Bay Press-Gazette
Greensboro News Record
Houston Chronicle
Houston Post
Indianapolis Star & News
Jackson (Mich.) Citizen Patriot
Jackson (Miss.) Clarion Ledger, News
Kalamazoo Gazette
Kansas City Star
Knoxville News-Sentinel
Long Beach Press-Telegram
Los Angeles Herald-Express
Los Angeles Mirror
Los Angeles Times
Louisville Courier-Journal, Times
Lubbock Avalanche-Journal
Lynn Item
McClatchy Newspapers
Memphis Commercial Appeal, Press Scimitar
Miami Herald
Miami News
Million Market Newspapers
Milwaukee Journal
Minneapolis Star, Tribune
Montgomery Advertiser, Journal
Muncie Press-Star
Muskegon Chronicle
Nashville Banner, Tennessean
New Britain Herald
New England Newspapers
New Haven Register & Journal Courier
New London Day
Newport (R.I.) News
Newport (Va.) News Press, Times-Herald
Newspaper Marketing Association
New York Herald Tribune
New York Journal-American
New York Journal of Commerce
New York Mirror
New York News
New York Times
New York World-Telegram & Sun
Oakland Tribune
Oklahoma City Oklahoman & Times
Omaha World-Herald
Orlando Sentinel Star
Peoria Journal, Star
Philadelphia Bulletin
Philadelphia Inquirer
Philadelphia News
Phoenix Republic & Gazette
Pittsburgh Post Gazette & Sun Telegram
Pontiac Press
Portland (Me.) Express, Press Herald, Telegram
Providence Journal, Bulletin
Quad City Newspapers
Quincy Herald-Whig
Roanoke Times, World-News
Rochester Post-Bulletin
Rockford Star-Register-Republic
Rock Island, Moline Argus Dispatch
St. Louis Globe-Democrat
St. Louis-Illinois Interurbia Group
St. Louis Post-Dispatch
St. Paul Dispatch, Pioneer Press
Salt Lake City Newspapers
San Antonio Light
San Bernardino Sun & Telegram
San Diego Tribune, Union
San Francisco Chronicle
San Francisco Examiner
San Francisco News-Call Bulletin
San Jose Mercury & News
Scranton Times
Scripps-Howard Newspapers
Seattle Times
Sioux City Journal-Tribune
Skokie News
South Bend Tribune
South Dakota Triple Market Group
Spokane Chronicle, Spokesman-Review
Springfield (Ill.) State Journal, Register
Springfield (Mass.) Union Republican & News
Syracuse Herald-Journal
Tacoma News-Tribune
Temple Telegram
Toledo Blade & Times
Trenton Times-Advertiser
Tucson Star, Citizen
Tulsa Tribune, World
Wall St. Journal
Washington Post
Washington Star
Waterloo Courier
Wilmington Journal, News
Winston-Salem Journal
Worcester (Mass.) Telegram-Gazette

All Florida Magazines
American Weekly
Family Weekly
First 3 Markets Groups
Locally Edited Gravure
Metropolitan Sunday
Metro Sun Comics
Parade
Puck-The Comic Weekly
Suburbia Today
Sunday
This Week

ABC
ABP
NBP

AA FIRST IN NEWS-PAPER LINAGE

AA CARRIED 63.51% MORE LINES OF NEWS-PAPER PROMOTION THAN ALL OTHER BOOKS IN THE FIELD COMBINED*

ADVERTISING AGE	762,034 LINES
PRINTERS' INK	114,800 LINES
SALES MANAGEMENT	107,478 LINES
MEDIA/SCOPE	73,724 LINES

*January-August 1960

IT'S NOT HARD TO SEE WHY AD AGE IS FIRST IN THE PROMOTION PLANS OF THE PUBLISHER, AD MANAGER OR AGENCY WHO HAS NEWSPAPER SPACE TO SELL. FOR AD AGE IS FIRST IN PAID CIRCULATION (49,928) AND FIRST IN OVER 65 READER-PREFERENCE SURVEYS. YOU, TOO, CAN SPARK YOUR PUBLICATION PROMOTION PROGRAM BY EXPOSURE IN AD AGE.

1 Year (52 issues) $3

API-Statistical Tabulating Co.

At U. C. FOOTBALL GAMES ...or ANYWHERE

Of all the folks you see from ABC Cincinnati...

7 OUT OF 10 *read the* **CINCINNATI POST TIMES-STAR**

*B. L. Schapker Market Research

Total ABC circulation, the largest daily in Cincinnati history...

273,148

The Newspaper that Spends the Evening with Almost **1,000,000** *Readers*

ROBERT K. CHANDLER
Manager, General Advertising Department

★

Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

L'Aiglon Ads Stress Brand, Not Dress

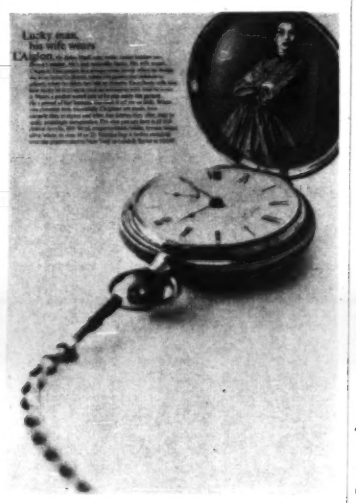
NEW YORK, Nov. 15—"Most, if not all, dress advertising is too concerned with the item, not enough concerned with the brand."

That's the opinion of L'Aiglon Apparel and its agency, Douglas D. Simon Advertising. As Mr. Simon explains: "Item dress advertising is fine when the manufacturer has the good fortune to pick out the right item. More often than not, however, from the hundred or so dresses in his collection he chooses the handful that the public would as soon do without. And no matter how beautiful the ad, no matter how dramatic, if Mrs. Smith is cool to the item, she doesn't respond.

■ "To insure against the consequences of picking poor sellers, we have devised a dress campaign which develops brand acceptance. While each ad carries a dress, the emphasis is on the L'Aiglon name rather than on the particular fashion."

The campaign consists of a series of page ads running on the back pages of the *New York Times*, both U. S. and international editions.

■ For example, in one ad, the model is shown as the picture inside a man's pocket watch. The copy starts out: "*Lucky man*, his wife wears L'Aiglon."



THE NAME'S THE THING—*L'Aiglon Apparel is running ads like these, putting the emphasis on the L'Aiglon brand, rather than the particular dress pictured in the ad.*

Another ad shows the model as the picture in a passport, which is rubber-stamped: "Fashion needs no passport." The copy begins: "Good fashion wears no flag. Wherever it goes, it has diplomatic immunity. Its language is universal; women of taste understand it everywhere. That's why L'Aiglon dresses 'belong wherever they're seen . . .'"

Although Mr. Simon pointed out that it is difficult to measure the impact of these ads he said that "dealer response as evidenced by phone calls and correspondence—as well as consumer response, indicated by actual dress purchases—has been more than gratifying."

Two Vice-Chairmen Named

Two vice-chairmen for Brand Names Week-1961 have been named. They are Robert C. Shropshire, vp-marketing, Nestle Co., placed in charge of national promotion of the week, and Robert T. Garrison, vp, Cluett, Peabody & Co., vice-chairman of the national meeting section.

Rosenthal Adds Account

Fairbanks Pharmacal Corp., Chicago, has appointed Albert Jay Rosenthal & Co., Chicago, to handle its advertising. The company previously placed direct.

NEW POSTER—*This is the official poster for the 1961 Library Week, April 16-22. It is the fourth in an annual series created by J. Walter Thompson Co.*

AFA Third and Seventh Districts Name Officers

Douglas Smith, WFBC-TV, Greenville, S. C., has been elected governor of the Advertising Federation of America, third district. Other officers are Edward Acree, Cargill, Wilson & Acree, lt. gov.; Joseph P. Fountain Jr., Belk's Buying Service, treasurer; Walter Johnson, American Red Cross, secretary; J. Frank Jarman, WDNC, North Carolina state governor; Robert Phillips Jr., Columbia Outdoor Advertising, South Carolina state governor; and William B. Houck, Houck & Co., Virginia state governor.

In the seventh (Deep South) district, Otis H. Segler, WDEF-TV, Chattanooga, was elected governor. Other officers are Wilbur Kurtz Jr., 1st lt. gov.; Tom Buntin, Buntin & Associates, 2nd lt. gov.; C. Andy Rogers, Fitzgerald Advertising, 3rd lt. gov.; Jack Casey, Alvin H. Meyer Advertising, treasurer; and Bob Walton, WRBL-TV, secretary.

Bates Fabrics in Drive

Bates Fabrics Inc., New York, which has appointed Publicity Consultants Inc. to handle its publicity, is running ads in *Daily News Record*, *Department Store Economist* and *Merchants Trade Journal* in October and November. This will be followed with participations in NBC-TV's "Today" with Dave Garroway, starting in January to coincide with the January white sales. The advertising was placed through Grey Advertising Agency.

Murphy to Technical

Edward R. Murphy, former *Newsweek* sales representative, has been named Pittsburgh district manager of *Plant Engineering*.

Information for Advertisers

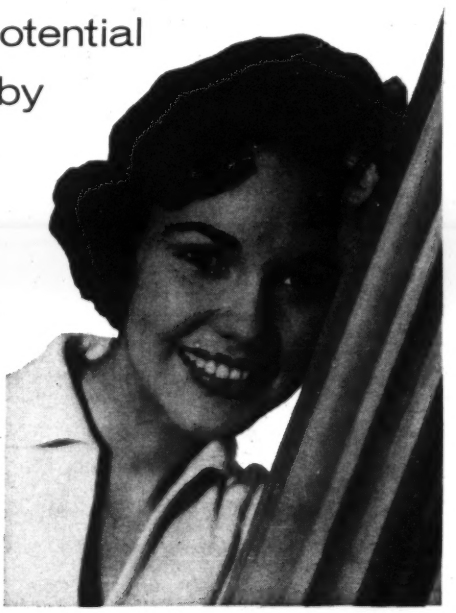
"Food Store Sales of Greater Cleveland (Cuyahoga County)," an interim report dated August, 1960, giving sales volume and market shares, Oct., 1959-July, 1960, has been published by the **Cleveland Plain Dealer.** The report covers consumer sales volume, consumer sales shares, distribution, average sales per month per store handling, average inventory per store handling and combination sales. Additional information may be obtained from the *Cleveland Plain Dealer.*

• Food, furniture, tobacco, durables, sports, clothing and automotive product areas are covered in a brand preference study, "Top Ten Brands," just completed by the **Detroit Free Press.** Results of the study in general, as well as individual brand profiles showing brand penetration in terms of user occupation, income and age, are available from the *Detroit Free Press,* 321 W. Lafayette Blvd., Detroit 31.

• "House Beautiful Magazine Survey on Entertaining in the Home" has been published by **House Beautiful.** The survey contains sections on liqueurs, wines and champagnes. Copies may be obtained from the Research Department, *House Beautiful,* 572 Madison Ave., New York 22.

• The first annual edition of the Home Goods Data Book & Buyers Guide will be published in July, 1961, by **Electrical Merchandising Week.** The data book, which will absorb sections of National Housewares Directory, was purchased last year from the Associated Pot & Kettle Clubs of America. It will contain two sections. The first, on retail operations, will provide sales guides, trends and statistics on major appliances, power lawn equipment, home entertainment equipment, hi-fi components, electric housewares, housewares, floor conditioning equipment and diversification items. The second section will contain directories of major appliances and power lawn equipment, home entertainment, electric housewares and floor conditioning equipment, non-electric housewares and master lists of brand names and manufacturers. Additional information may be obtained from *Electrical Merchandising Week,* 330 W. 42nd St., New York 36. #

"The Jackson TV market area's economic potential is amplified by the South's traditional warm hospitality."



Miss America, 1959

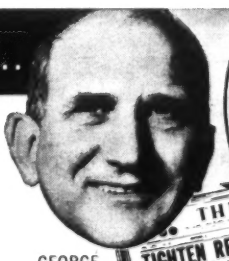
MARY ANN MOBLEY

Brandon, Mississippi

WLBT Hollingbery **3** **WJTV** Katz **12**

Serving the Jackson, Mississippi, Television Market

The SENIOR *Fresh*-man says...



GEORGE GURLEY, PACKER PUBLISHER

IN EVERY GROWING AREA KEY MEN READ

Since 1893

The Weekly Newspublication of the Fresh Fruit and Vegetable Industry

Pick this PEACH for *Fresh* PROFITS

in the 7 BILLION DOLLAR FRESH FRUIT AND VEGETABLE INDUSTRY

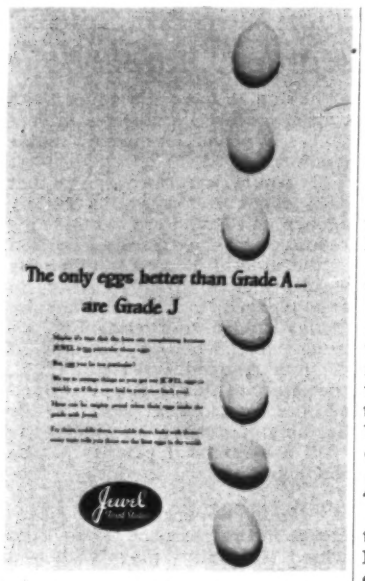
MARKET that BUYS BIG...

fertilizers to film, bags to boxes.

Let me send you rates and our latest area-coverage folder.

The PACKER Publishing Company

201 Delaware Kansas City, Mo.



GRADE J—*First of a series designed to reinforce the regular ads of Jewel Tea Co., Chicago, this "soft-sell" page advertisement by Earle Ludgin & Co. appeared in the Chicago Tribune and Chicago Daily News.*

20 Mule Team in Biggest Drive; TV Emphasized

LOS ANGELES, Nov. 18—The 20 Mule Team products department of U. S. Borax & Chemical Corp. has launched its largest advertising campaign with approximately 90% of the media budget scheduled for tv. The heaviest expenditure is for its wholly-owned syndicated series, "Death Valley Days," sponsored in 130 markets. Now in its 31st year on the air, this program, first on radio and now on tv, has traditionally been the backbone of the company's advertising.

Another major portion of the budget will be for saturation spot tv in 70 of the 130 markets. 20 Mule Team has been in 20 of these markets since earlier this year on a barter basis. Re-runs of "Death Valley Days" titled "The Pioneers" are being used by stations in these markets in exchange for spots to the tune of $1,000,000 by the end of the current campaign. Schedules now starting in the remaining 50 markets are on a straight purchase basis.

■ Also new is participating sponsorship on five CBS-TV daytime shows, "Love of Life," "The Clear Horizon," "Video Village," "The Brighter Day" and "December Bride." This sponsorship is on a 52-week contract, calling for 7 or 8 announcements each week on each program the first 13 weeks, then a participation of three spots a week on each program for the rest of the schedule.

McCann-Erickson is the agency. #

Hagerty May Join ABC to Replace Daly, Resigned

James C. Hagerty, press secretary to President Eisenhower, reportedly will become vp in charge of news, special events and public affairs of American Broadcasting Co., New York, after he finishes his duties with the Eisenhower administration. He is expected to join the network some time in January.

Mr. Hagerty, whose appointment has long been rumored, will replace John Daly, who resigned Monday (Nov. 14) over what he termed "fundamental policy differences" with the ABC management. Mr. Daly objected when ABC hired Time Inc. as co-producer of some of the "Close-Up" documentary series for Bell & Howell.

Last Minute News Flashes

New Knomark Polishes Bow; Johnson Expands

NEW YORK, Nov. 18—A competitive battle in the self-applicator plastic container shoe polish market is shaping up. Knomark Inc. hopes to break consumer advertising soon for its new Touch of Magic 49¢ self-dispensing line of four polishes. Meanwhile, S. C. Johnson & Son is expanding distribution of its line of self-applicating polishes to the West Coast two months ahead of schedule, completing its national distribution. Johnson is a newcomer in the shoe polish business, where Knomark has held a commanding position.

FC&B Leads Pack of Three Seeking British Ford

LONDON, Nov. 18—Three agencies—J. Walter Thompson Co., S. H. Benson Ltd. and Foote, Cone & Belding—were reported today to be in the running for the $2,000,000-plus British Ford account, resigned last month by Rumble, Crowther & Nicholas (AA, Oct. 24). FC&B was said to be the front-runner. Ford's bid to buy out the British minority interest, however, increased speculation that JWT, Ford agency in the U. S., Latin America, Germany and France, would get the British account.

Litton Moves from Fletcher Richards to Compton

BEVERLY HILLS, Nov. 18—Litton Industries, research and manufacturing company in advanced electronics, has switched its account from Fletcher Richards, Calkins & Holden to Compton Advertising. The account follows William A. Chalmers, former vp of Fletcher Richards, who joined Compton last month as a vp and will supervise the account in the Los Angeles office.

Chrysler Drops De Soto; Other Late News

• **Chrysler Corp.** will drop its De Soto line Dec. 1. The 1,649 De Soto dealers were told that customers who bought a new De Soto before today will be entitled to a $300 rebate if they trade it in on another Chrysler car before Jan. 1. De Soto was first manufactured in 1929. Production of 1960 models totaled 23,662 units; three months of 1961 model production totaled 3,034 units. Chrysler may revive De Soto in 1962 as a sports car line. N. W. Ayer & Son is agency for Plymouth-De Soto-Valiant (now Plymouth-Valiant) division. De Soto's measured media ad expenditures in 1959 were $3,801,800.

• **Hygrade Food Products,** Montreal, has named Grey Advertising Ltd. to handle its account, beginning Dec. 1. J. Walter Thompson Co. is the current agency.

• **Time Inc.** has reorganized its international operations with the establishment of a European subsidiary in Amsterdam, which will publish *Life International* and the Atlantic edition of *Time*. The Amsterdam office will become *Time's* largest outside the U. S. Ground also was broken this week in Paris for a new *Time-Life* eight-story building to house most of the company's advertising personnel in Europe.

• **U. S. business** plans to spend $35.1 billion on new plant and equipment in 1961, a 3% drop from the expected 1960 figure, the fall survey by McGraw-Hill's department of economics shows. McGraw-Hill economists call this "reassuring news," in view of the 1960 downturn in sales and profits, but they warn that the $35.1 billion figure should be taken as "an upper limit if business continues to be soft." In other words, if business continues to be weak, further cutbacks in capital expenditures may be expected.

• **Carl Gylfe** has joined Armour & Co., Chicago, as advertising manager of Armour Foods. Mr. Gylfe, who formerly was an account executive at Tatham-Laird, Chicago, succeeds Noel C. Peltier, who resigned last fall (AA, Aug. 15, '60).

• **Thomas A. McAvity,** McCann-Erickson tv-radio vp and former NBC-TV program chief, at presstime would neither confirm nor deny reports that he may move into the upper tv hierarchy at J. Walter Thompson Co., New York. If this shift materializes, Mr. McAvity will move into the JWT slot vacated last October when Dan Seymour, broadcast vp, was given broadened responsibilities as a member of the executive committee.

• **A group headed by drug man Alfred Roberts** has purchased Pinex cough remedy line brands, equipment and inventory from Revlon Inc. for an undisclosed sum. In addition to the new Pinex Co. Inc., Mr. Roberts—a former Block Drug and Revlon Inc. executive—heads Sofskin Inc., Pierce's proprietaries, Lydia O'Leary and others. Purchased last year by Revlon, Pinex represents the company's first sale of a product line.

• **Sidney G. Stricker Jr.,** advertising director of Schenley Industries, reportedly will leave the company in a month. Mr. Stricker, a Schenley veteran, declined to comment.

• **Kayser-Roth Corp.,** Los Angeles, soft goods giant, has purchased Cole of California, reportedly for between $1,500,000 and $2,000,000 cash. Cole will be operated as an autonomous wholly-owned subsidiary, with all personnel retained. C. W. Frazier Jr., formerly vp and merchandise manager of Catalina Inc., another Kayser-Roth swimwear subsidiary, will become Cole's president as Fred N. Cole moves up to chairman. Doyle Dane Bernbach is the Cole agency.

• **Life,** which in early 1959 reduced its newsstand price from 25¢ to 19¢, will charge 20¢ per issue starting in 1961.

• **Dole Valve Co.,** Morton Grove, Ill., has moved its advertising account from Marsteller, Rickard, Gebhardt & Reed to Waldie & Briggs, Chicago. The account reportedly bills about $200,000. Waldie & Briggs also has named William R. Reder, formerly manager of Johns-Manville's Dutch brand division, to its account management staff.

• **Cunningham & Walsh** will withdraw from its Detroit office Jan. 1, returning control of its Detroit accounts to Robert Powell, who merged his agency with C&W two years ago, and has continued as manager in Detroit. Mr. Powell plans to resume his independent agency. Accounts he will retain include Detroit Pistons basketball club, Detroit Auto Dealers Assn., Detroit City Ice & Fuel Co., Detroit Plymouth Dealers Assn. and several individual auto agencies.

• **Terrell Van Ingen Jr.** has resigned as vp of new business for Erwin Wasey, Ruthrauff & Ryan to join the New York sales staff of *The Saturday Evening Post,* effective Dec. 12.

Shell, Ogilvy Sound Paeans Over Fee Setup

(Continued from Page 1

a special Shell committee and not 'as the result of two Scotsmen playing a round of golf.'

"Ogilvy, Benson & Mather was selected, I have learned, because of its ability to offer excellent advertising.

"In the process of selecting Ogilvy, Benson & Mather, three other agencies were given serious consideration. All four were given a questionnaire. It contained one question which I wish to examine with you, because of its subsequent importance. It concerned the method of remuneration.

"The question asked: 'What is your attitude toward the 15% commission? Are you willing to work on a fee basis?'

■ "It would be a breach of confidence if I told you how each of the four replied, but I can tell you that three of four replied that they would be willing to work on a fee basis. All three are members of the Four A's.

"I have David Ogilvy's permission to quote exactly what his agency replied to our question on compensation. They said:

" 'We believe that the commission system is an anachronism. Its shortcomings are too obvious and too well known to need cataloging here.

" 'We would prefer to work on a fee basis. It seems to us that the client-agency relationship is most satisfactory when the agency's emoluments are not related to the amount of money it can persuade the client to spend on advertising.

■ " 'We would like to be in a position to advise you to spend *more* without anyone in Shell questioning our motive. Equally we would like to be in a position to advise you to spend *less*—without incurring the odium of our own stockholders.

" 'We would prefer not to relate our charges to your expenditures. We request a fee equal to our actual costs as recorded by our cost accountant, plus a percentage of those costs for profit.

" 'In proposing a fee instead of the conventional commission, we had no desire to reduce income accruing to our agency.

" 'Quite the contrary. We believe "the laborer is worthy of his hire." We want our agency to make a profit.'

■ "Shell had come to take a jaundiced view of the old-fashioned 15% commission system. We had come to regard it as downright unethical—like paying a doctor 15% on the cost of drugs he prescribes or the hospital bills he makes you run up.

"We think it unfair and unrealistic to expect any agency to be absolutely impartial when their vested interest lies wholly in the direction of increasing the client's commissionable advertising.

"We feel that we have plenty of support from others who think likewise.

"The Frey report pointed out that the system is more than 40 years old, with roots deep in the past, when conditions were very different. In 1958 Prof. Frey reported that about one-half of the agencies and one-half of the clients disliked it.

"Clarence Eldridge has said: 'The advertising agency is the only business in which the Cadillac and the Chevrolet carry the same price tag—where an advertising classic by a Burnett, an Ogilvy, or a Whittier is paid for on the same basis as an advertisement by the veriest tyro of a copywriter.'

"We picked Ogilvy, Benson & Mather, and we are paying them a fee. That fee is based entirely on their estimated costs. It has nothing to do with our billing. But I know that you will be interested to learn that the fee amounts to substantially more than the 15% we were paying our previous agency.

"The other most important decision is that we have charged them with the total responsibility for advertising all our products. About 25% of the legal talent in the Justice Department is devoted to the petroleum industry. I want to stay out of court.

"After having agreed upon the face we wish to present, our only other requirement is that their copy must be truthful and legally acceptable.

"We don't intend to make any advertising decisions for them. I don't want to see an alternate campaign. We make the product. They advertise it. We respect their expertise, just as we respect our geologists, engineers, chemists, and our legal counsel. Why keep a dog and bark yourself?

■ "This system is a little different than normal. It requires confidence on our part and real guts on theirs. A lot of money is riding on this decision.

"We are paying them a good fee. It was what they asked for, and they explained in broad terms how they arrived at it. We did not haggle any more than you would haggle with Mayo Bros. over the cost of their retainer. We've cooperated in staffing up their agency and staffing down my department.

"Before turning this over to David Ogilvy, I have one observation to make which will interest you.

"Because of the two decisions described above, I have reduced my department to the point where it will cost approximately $500,000 less annually than previously. I don't have a department of watchdogs to ride herd on Ogilvy, Benson & Mather. To me, they are not only great professionals, but gentlemen. My department is made up of oil marketing experts whose job it is to help the agency, to help our advertising to achieve its purpose—to sell Shell products."

Mr. Ogilvy:

"You may be interested in hearing how we worked out this new system of remuneration.

"On Aug. 18 we wrote to Shell as follows:

" 'You have asked us to propose the method and amount of our remuneration. This we now do.

" 'We propose that our services be remunerated not by the media in which we place your advertising but by your company paying us a fee.

" 'We further propose that this fee be set at $X for the first year of our full service. This is somewhat more than the commissions you are now paying to your present agency.

" 'We have arrived at this fee by estimating our costs and then adding 25% of those costs for profit.

" 'Our estimate of costs took into account direct salaries, indirect salaries and overhead expense. Our profit factor of 25% compares with an average of about 21% for other agencies. We do not believe that it overstates the relative caliber of our service.'

■ "Shell accepted our proposal and we are jointly committed to it for one year.

"When we come to set the fee for

(Continued on next page)

Shell, Ogilvy Fee Setup

the *second* year, we shall be guided by our experience in the first year. But there will be no 'retroactive bellyaching.' If our costs during the first year exceed our estimate, we shall *not* ask Shell to fork out the difference.

"And if our costs turn out to be *less* than our estimate, we shall not return the difference to Shell.

"The Shell people have decided that they don't want to audit our time sheets, because that would involve them in our internal affairs.

"I can well imagine that some of our other clients would feel bound to audit our costs. That would be okay with us. Maybe a little inspection would jack up our efficiency.

■ "I have no doubt that in due course other agencies will volunteer to handle the Shell account for a lower fee. It will be for Shell to decide whether they want to buy their agency service in the bargain basement.

"Personally, I am not afraid of a price war. On the contrary, I believe that a period of competitive pricing would strengthen the good agencies and put the poor ones out of business. If that happens, the whole standard of agency performance will be raised.

"Like Clarence Eldridge, I hold that good agencies should be paid at a higher rate than bad ones.

"I also believe that it would be easier to manage our agency efficiently when we can estimate more reliably what our income is going to be in any one year.

■ "In recent years agency income has been far too erratic, and profits have become dangerously low.

"Let me give you three examples of the problems created for us by the old commission system:

"**1.** We helped one of our clients launch a new product. It was so successful in test markets that the client had to build a new factory. In order to pay for that factory, the client canceled all advertising for eight months. As a result, we lost $80,000 on the account that year.

"**2.** We advised another client to change the marketing mix on his product—putting 80% into deals, which are not commissionable, and only 20% into commissionable advertising. Sales went up, but our agency suffered a severe loss.

"**3.** One of our clients spends more than $4,000,000 a year on advertising, but he needs—and gets—more service than we can provide for 15%. As a result, part of our service to him is paid for by certain of our other clients, whose accounts are profitable. This is unfair, and it troubles my conscience. But it goes on, year after year, in almost every agency, and will continue as long as agencies are locked into the rigid 15% system, regardless of the varying cost of the services required by different clients.

■ "For several years people have been saying that the commission system was obsolete. But they always go on to say that it is impossible to find a better one. Have they ever *tried*?

"Now we are trying to find a better system. I think it is going to be better. For example:

"We can now give truly impartial advice on the allocation of marketing expenditures between advertising and deals. We have tried to do this in the past, but I'm not sure that our self interest has always been under control at the subconscious level. I know people who still cling to the view that agencies ought to show a *bias* in favor of commissionable advertising. They take the position that the agency should not be expected to cast the same cold, fishy, objective look on advertising expenditures as does the client's advertising department. I dissent from this position.

"Under the terms of our agreement with Shell we can advise our clients to increase their advertising expenditure—without incurring a flicker of suspicion. We can also advise them to reduce their expenditure without incurring the odium of our stockholders. We can also welcome new product assignments—instead of dreading them, with their long and expensive periods in test markets.

"I realize, of course, that the arrangement we have worked out with Shell will not commend itself to everybody. I can only say this: we believe with all our hearts that it will benefit not only our client and our agency, but the whole advertising business.

"So far as we are concerned, we are ready to make the changeover with all our 20 clients—either today, or a year from today, when we shall have identified any bugs there may be in our Shell arrangement, and ironed them out.

"You may be interested to hear what effect the news of this development has had on the staff of Ogilvy, Benson & Mather. All of us, from Esty Stowell and myself down to the newest trainee, feel a sense of pride. We believe that we have taken a giant step forward toward that professional status to which we all aspire."

■ After the presentation, Mr. Martineau told ADVERTISING AGE that the projected cut of $500,000 would be more than 50% of department cost. Shell had had 25 ad managers in 17 divisions. The proposed reduction in people assigned to the advertising department will take it from more than 50 people to about 12. #

Did They or Didn't They? (Accept Shell's Fee Idea)

NEW YORK, Nov. 17—In a talk at the Assn. of National Advertisers meeting, Cyril F. Martineau, sales promotion and advertising manager of Shell Oil Co., said that of four agencies under consideration for his account, three replied they would be willing to work on a fee basis.

A check of the finalists—excluding the winner, Ogilvy, Benson & Mather—by ADVERTISING AGE elicited these replies from the losers:

J. Walter Thompson Co.—"We would not accept a fee basis."

Benton & Bowles—"We were asked if we'd be willing to work a year on a 15% commission and after that if we'd be willing to discuss a fee basis. We said we would, if our return gave us the same income as the commission system. We didn't hear from Shell after that."

Kenyon & Eckhardt told Shell it was "willing to investigate and consider any method of compensation" but K&E "did not commit itself to accept any such proposal."

K&E, agency on Shell's institutional advertising, "is now working on the 15% commission basis" in this area.

Frey Favored Fixed Fee

NEW YORK, Nov. 16—It was three years ago that the famous Frey report was presented to the Assn. of National Advertisers in Atlantic City.

The report said there was "significant dissatisfaction" with the orthodox 15% commission system among advertisers and media. About 41% of these executives said they preferred the 15% setup; almost 68% of the agency men said they preferred it. About 33% of the admen—from advertisers, media and agencies—thought a system involving net rates, no commission, and fees fixed by negotiation between agency and client would be an improvement on the traditional 15% arrangement. #

Agency Men Air Mixed Reactions to Fee Plan

NEW YORK, Nov. 18—Along Madison Ave. this week reactions to the Shell-Ogilvy, Benson & Mather fee arrangement were a little less than enthusiastic.

Most respondents to an ADVERTISING AGE query appeared to feel that whatever merit the arrangement might have for the principals involved, it isn't the kind of solution that could be applied to the agency business as a whole.

Here are some specific reactions:

■ Rudolph Montgelas, president of Ted Bates & Co., said he has an "open mind" on the fee system. He said that from what's already been published on the Shell-Ogilvy arrangement, it would appear that the fee system would "actually cost Shell more money than before." His own clients, Mr. Montgelas said, "have a rather jaundiced eye for anything that would increase costs." On the other hand, he said, he was "very sympathetic" to the fee system if it would help offset rising costs of agency services.

■ Maxwell Dane, general manager of Doyle Dane Bernbach, had a one-word reaction: "Interesting." He then took the dissenting view that the cost-plus system "doesn't guarantee an effective lack of extravagance. The more you waste, the more commissions or percentage you get. One of the great dangers of such a system is that it doesn't encourage internal efficiency. I would not think it would be the best basis for a client-agency relationship."

■ Margaret Hockaday, president of Hockaday Associates, thought the Ogilvy-Shell arrangement could be a "very happy solution for some clients, and a very unhappy one for others." More clients expect more services every day, she said—"they call on you for everything from a Christmas card to a speech to whom they should hire"—so a fee system could offer a "clean-cut way" to solve the "terrible billing problem" that arises when an agency becomes deeply involved not only in a client's advertising but in his merchandising, promotion and product planning.

■ Emil Mogul, president, Mogul Williams & Saylor, said:

"We are not opposed to the 15% commission system as a standard of compensation. But, a number of years ago, our agency was among the first to depart from this standard with respect to specific accounts where a straight 15% commission was not adequate compensation for the agency. Ever since, we have found it best to exercise some degree of flexibility in establishing non-standard arrangements to meet the specific requirements of specific accounts. In other words, we have had, and will continue to have, a completely open mind on the subject of agency compensation." #

Crane Names D'Arcy

Crane Co., Chicago, has named D'Arcy Advertising to handle its plumbing-heating-air conditioning group and its industrial products group, beginning Jan. 1. N. W. Ayer & Son, which was named to the $1,000,000 account on Nov. 5, 1959, resigned it Oct. 31, 1960. Ayer cited a conflict with the Carrier Corp., a client since 1945. The Crane appointment follows the recent naming of D'Arcy by H. K. Porter Co. to handle its institutional advertising. Thomas Evans is chief executive officer of Crane and Porter.

Shell-Ogilvy Compensation Plan Principle 'Has Been Tried and Discarded,' Harper Says

NEW YORK, Nov. 18—The Shell-Ogilvy compensation plan was described today by Marion Harper Jr. as a system embodying a principle that is "very old" and that "has been discarded time and time again by the experience of the industry."

In a memorandum to office managers and management service directors, Mr. Harper, president and chairman of McCann-Erickson, criticized the plan on a number of counts. The following is the entire text of the memorandum, dated Nov. 17, 1960:

■ "It has not been our practice to have an opinion publicly on the financial arrangements of advertisers with other agencies. Nevertheless, since this has been presented with some fanfare, we feel that comment based on information presently available is a good thing.

"First of all, as an agency, we wish every success to the Shell Co. and to David Ogilvy in their new relationship. It does not appear to us that there is anything in this relationship that is unusual or different unless someone wishes to read it into the relationship.

"We must separate the principle of compensation for services from the principle of financing work for an advertiser. This has not been done in the Ogilvy pronouncement. It would appear that David has solved his problem of financing a new account which is nearly as big as his total agency was formerly. The financial arrangements would appear to be a fee arrangement for the first year. Subsequent revision annually would have the effect of making this a cost-plus contract, however. It is not clear whether David has substituted the client for the agency in financial responsibility to media.

■ "His statement, which says that his fee with profit will exceed the total commissions on the account, leaves more to explain. Much of the work on the Shell account is in media which do not grant a commission (sales promotion, etc.).

"Therefore, the revenue which accrues to the agency will exceed the amount derived from commissionable media due to the nature of the account, as the agency is compensated in normal course by the advertiser.

"It is relatively easy for an agency such as Ogilvy to become 'the advertising department' of Shell. In the process, of course, this has the effect of putting the advertiser in the agency business. History has shown that this relationship to advertising is not generally tenable. Any fee based on costs to the advertiser will be subject to the same cost reduction programs that the rest of the client's business is subject to, independent of the advertising requirements of the business. Therefore, the Shell-Ogilvy agency will be operated basically in relationship to the costs to the advertiser, rather than to the expenses of the agency in control of the agency management; these expenses to be related to revenue, prestige, overhead contribution, future, etc., of the account. Accordingly, the same motivation which now allows the advertiser in this case seemingly to reduce his direct expense will operate in the long run to control his costs at his discretion in the new Shell-Ogilvy relationship.

■ "Manpower packages are very old in the agency business and, generally speaking, have acted to constrict both the growth and character of the agency's work. We can see how, in the second and third year, the David Ogilvy we have known will be quite restive at having to have the advertiser's consent before he changes important manpower or incurs major charges.

"It would seem necessary that each client of the Shell-Ogilvy agency will have to re-examine his relationship, since clearly a portion of the time of many key employes is, in principle, already charged to and pledged to one account by Ogilvy under this 'cost-plus' arrangement. Whether the amount of time pledged is 10% or 50%, the effect of this is to put a 'Shell account' employe to work on the business of other Ogilvy clients with a committed priority to the Shell account.

■ "Finally, the argument about increase in the payment for services which Mr. Ogilvy plays with is a precious argument. In principle, he is doing two other things. In the first case, he has related his compensation not to the growth of the marketer, but to the 'quasi-departmental' costs of supplying an adequate service. Accordingly, he [Ogilvy] is not entitled to participate in a normal commission arrangement, since his function is different.

"Secondly, by fixing his profit at 25%, has he not—in reality—fixed his gross profit at 3% of billings, since normally he might expect that 12% of his billings would be spent on the expense of serving the account? To the extent that this places a floor and a ceiling on his profit simultaneously, it sounds like good business; but, in the long run, he has given up much of the essential freedom of the advertising agent to be independent of his client; to advise the client in the client's own best interest without fear of failure related to costs.

■ "A client, similarly, as he manages the costs of the agency year after year, will find himself increasingly managing the advertising professionals who work for him . . . in number and in quality. Over several years, as experience shows, he begins to get his own thinking back, not the counselor's. What he requires is thinking that is result-oriented—not comptroller-oriented.

"Perhaps as many as three years will have to pass before this arrangement can be measured, but it should have been made clear that the essential principle is very old and has been discarded time and time again by the experience of the industry.

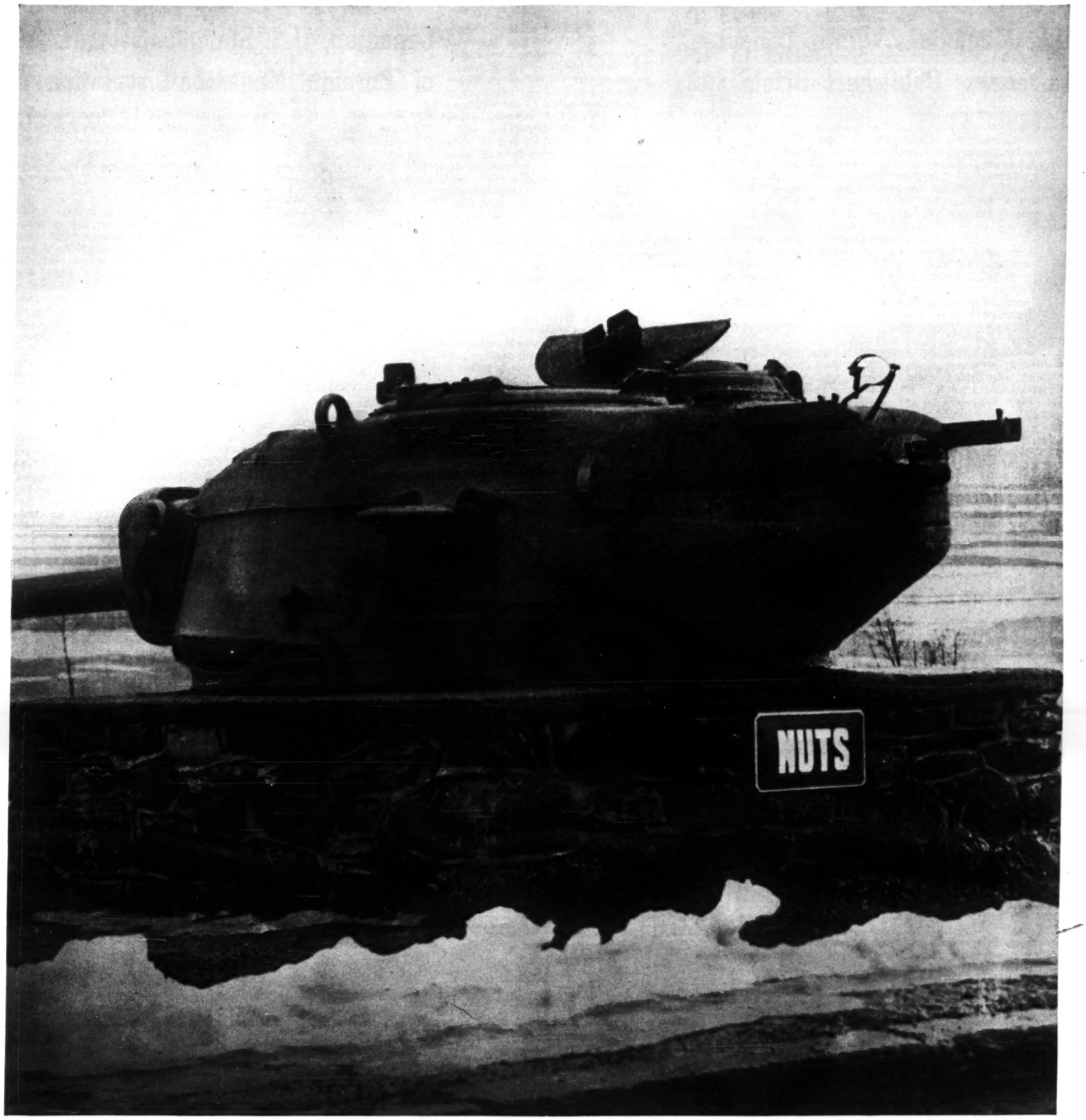
"There are new contributions to be made in the fiscal relationship of advertiser to agency, but this one had moss on it.

"MARION HARPER JR."

Douglas Aircraft Revamps Ad Program for 1961

Douglas Aircraft Co., Santa Monica, Cal., will shift emphasis from products to an over-all corporate promotion in 1961. Some changes in media selection will reduce the company's ad budget slightly from the 1960 budget of $2,300,000, O. B. Marble, advertising director, announced.

To tell its corporate story, Douglas will use color spreads in the domestic news weeklies and one general circulation magazine at about five-week intervals starting in January. In addition, a separate promotion on the Caravelle, the French-built jetliner, will begin in year-end editions of magazines announcing service by United Air Lines, which has 20 of the French jets on order. Follow-up ads will be scheduled as service starts early next year. Douglas also will schedule both DC-8 and Caravelle ads in international media. J. Walter Thompson Co. is the Douglas agency.



Tank turret at Bastogne battlefield commemorates McAuliffe's answer to the German demand for his surrender.

Why K&E admires this monument to eloquence

Could a hundred words have said any more than General McAuliffe said in one?

"Keep it simple." These are three words K&E people believe in. Our Book of Creative Standards sums it up:

"The measure of any advertisement—after the worth of its basic promise has been determined—is 'how quickly and how completely does it communicate?'

"Most advertising is visually too complicated and verbally too involved. The question is not one of short copy versus long, but of clarity versus obscurity."

When you ask people to spend their time puzzling out your meaning, they are inclined to give you a very simple answer. It is written on the base of the McAuliffe monument.

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards.

U.S. Magazines Whittle Canadian Revenues, Publishers Briefs State

(Continued from Page 2)

American business papers, or Canadian regional runs, carrying Canadian advertising. If that happens, then the major source of Maclean-Hunter profits will disappear and the resources available to insure the future development of our (consumer) magazines will be critically reduced."

■ In their turns, *Reader's Digest* and *Time* insisted that the Canadian magazine industry is "healthy."

"Its increase in circulation and in advertising revenue," said *Time*, "is comparable to that of other competing media and has moved in step with the rise in national product. It received more of the national advertising dollar than any competing medium." The *Digest* said that traditional and weekend type magazines in Canada enjoyed a 78% increase in advertising revenues between 1952 and 1959. "They are healthier than their counterparts in the U.S. and Great Britain, where television and weekend magazines also exist as major competitors."

■ Besides, said the *Digest*, "the primary competitive force faced by print media (in Canada) is from without, and comes from the electronic media sphere—predominantly from television. Within the field of print media itself, the primary competition of the traditional magazines comes from the comparatively new entry into this field, the weekend magazines."

The *Digest* said that where weekend magazines had ad revenues of $5,821,000 in 1948, they gained 227% by 1959, when the total reached $19,010,000. During the same period, traditional magazines advanced 162%, from $6,453,000 in 1948 to $16,923,000 last year. The *Digest* added that television, which began commercially in Canada in 1952, last year racked up $48,300,000 in revenues (excluding talent).

■ Canada's Periodical Press Assn. told the commission that it is in the public interest to take action "to reduce the important margin of economic advantage now accruing to foreign publications."

It said overflow circulation of U.S. magazines in Canada is "unparalleled anywhere in the world," adding that approximately four out of five magazines sold in Canada are American. In 1959, Canadians spent over $30,000,000 on overflow and Canadian editions of U.S. magazines, it said.

■ The PPA said overflow "has been an important contributor to the demise of many Canadian magazines, such as *Canadian Home Journal*, *Canadian Magazine*, *National Home Monthly* and *New World*."

"In 1959," it continued, "*Reader's Digest* and *Time* carried 41% of the advertising dollars spent in the measured magazines of Canada. In other words, two foreign magazines carried 70¢ for every one Canadian advertising dollar carried in the nine leading Canadian magazines." Measured magazines reported $20,869,898 in revenues last year. *Time* reported $3,946,774 and the *Digest* $4,616,353.

The PPA told the commission that the magazine tax enacted by the government in 1956 and repealed in 1958 "helped Canadian magazines by causing the withdrawal of several 'Canada' editions and discouraging the introduction of any new ones." The tax called for a 20% impost on the ad revenues of foreign magazines circulated in Canada and carrying Canadian advertising, unless the magazine's editorial content was at least 75% Canadian in origin.

■ According to the PPA, the tax caused the withdrawal from Canada of *Better Living*, *Everywoman's*, *Family Circle* (now *Everywoman's Family Circle*), *Parents' Magazine* and *Woman's Day*. The PPA said that after the tax repeal, *Woman's Day* and *Everywoman's Family Circle* returned to Canada, and other U.S. publications began soliciting Canadian ad dollars. These books were *TV Guide*, *Modern Miss*, *Argosy* and *True*, it said.

As for split-run advertising, offered by *Life*, *Look*, *The Saturday Evening Post* and others, it "could replace Canadian magazine advertising by branch plants of U.S. companies, and such advertisers comprise two-thirds of the advertisers now using magazines in Canada," continued the PPA.

■ Terming all this "unfair competition," the PPA urged the commission to conclude that conditions "call for special measures to insure the preservation of a genuinely Canadian periodical press, playing an important part in the preservation of a Canadian identity." It called for "courses in action" that would bring "an equitable climate of operation for existing periodicals and to encourage the establishment of new Canadian periodicals."

■ The Business Newspapers Assn. of Canada said the country has 430 Canadian business papers with a total circulation of 2,731,269 and $30,000,000 a year in advertising revenues, "less than $70,000 per year" for the average publication.

The BNA likewise called for the establishment of an economic climate in which Canadian business papers could flourish, warning that their vitality is now threatened by overflow circulation of similar U.S. publications and by Canadian editions.

Last year, said the BNA, there were 1,497 titles of U.S. business papers "overflowing" into Canada. In 1949, the total was 510 titles. Circulation of the American publications last year was 1,122,580 as compared with 225,513 in 1949.

■ "A good percentage of advertisers in Canadian business publications are American companies with Canadian branches or subsidiaries. In years past these companies felt that they could use their advertising overflow circulation of U.S. publications to do their advertising job in Canada. Thus, when business publication advertising appropriations were considered for the Canadian branches, such appropriations were charged with the cost of the overflow advertising before the advertising for Canadian publications were scheduled. Reports from advertising sales representatives of member publications would indicate that this thinking is again gaining in acceptance," the BNA said.

■ "In addition to this competitive effect on Canadian business publications' revenue", said the BNA, "the advertising content of overflow circulation does, of course, work against the domestic Canadian manufacturer who competes against the U.S. subsidiary. The parent company of the latter might invest heavily in an advertising campaign in U.S. business publications which have substantial overflow in Canada, and so raises the recognition factor of the U.S. products. Thus the Canadian manufacturer starts his advertising and sales campaign at a considerable disadvantage.

"This situation makes it more and more difficult for Canadian companies to remain independent of foreign control—an increasing problem in Canadian industry. We can point to the death of so many well-known and well-recognized Canadian companies that were well-established and which have gone under in recent times or been taken over by U.S. companies. Obviously, a major contributing factor has been the recognition given to U.S. products through this overflow advertising," the BNA continued.

■ In an oral statement accompanying the Maclean-Hunter brief, Floyd S. Chalmers, president of the company, declared that the company's 55 years of magazine publishing "has been a less rewarding activity" in terms of finances. "Putting profits and losses together, Maclean-Hunter has made—in more than half a century—a gross profit of $411,000 on $130,000,000 of magazine revenues. Of the five magazines it has published in that 55-year period, only one, *Maclean's*, has made a profit. On our other magazines we have suffered a net loss."

■ The *Reader's Digest* told the commission that of every magazine revenue dollar it took in 1959, "there remained in Canada 84.5¢." It added that *Digest* affiliates, no matter where located, "are required to stand or fall in fair competition with other media on the national scene." It said it has put out $9,000,000 this year to meet expenses.

The working philosophy of the *Digest* was expressed in its brief as follows:

"Periodicals of Canada stand or fall on their ability to attract and retain readers. The advertising revenue attraction of established media depends greatly on this 'proven audience' " . . .

"In the postwar struggle for a faithful and growing audience, the periodical industry in country after country has felt the powerful impact of television, the effects of an ever-broadening prosperity, and with it a relentlessly-increasing competition for a share of their readers' leisure time."

■ The *Digest* said that the last ten years had brought "powerful and significant competition for Canadian reader-attention" in the form of weekend magazines, which now have a combined circulation "exceeding those of all the major traditional Canadian magazines put together.

"These weekend periodicals, written and edited by Canadians for Canadians," said the *Digest* flatly, "are a dramatic answer to the anxiety that this country's magazine-reading time is being preempted by invaders."

■ The *Digest* said that in spite of competition from weekend magazines and television, Canadian magazines are "healthy," and as an industry, in better shape than counterparts in the U.S. or Britain.

"The continued success of individual periodicals (in Canada as elsewhere) will depend on their realism," the *Digest* maintained. "They will earn circulation growth and advertising support to the degree that they provide editorial material of interest to their audience, and effective promotional efforts to their advertisers."

■ Time International of Canada disputed the claim that Canadian magazines are in distress. "The conclusion is inescapable," said *Time*, "that the Canadian magazine industry in its entirety is flourishing and expanding at a rapid rate and that the competition from foreign periodicals, whether equitable or inequitable, has negligible effect on the health and stability of the magazine industry in Canada."

It added that the profit picture is "irrelevant" since "the question of profit largely depends upon management, the nature of the holding, whether private or public, and many other factors which are not germane to the question of competition from foreign periodicals."

■ According to *Time*, the magazine industry, throughout the western world, "has been marginal in its operations." It added that in the U.S. "the industry has the second lowest profit margin of all major industries, and a return above 2% after taxes is very good indeed."

It was *Time's* contention that, if it were not in the Canadian magazine field, advertising revenues for all publications circulating here would be decreased, since advertisers would not be committed to the medium, but might move to television.

The magazine warned that legislative adjustment of "the free play of forces" within the magazine industry would have "a destructive result." #

Canadian, U.S. Statements on Issue of 'Foreign' Magazine Circulation

The Problem: A U.S. View

OTTAWA, Nov. 16—The following is excerpted from the "initial submission" made by Time International of Canada to the royal commission on publications:

We would draw the commission's attention to the fact that, in the period of the federal excise tax on advertising in Canadian editions of foreign periodicals, [the] growth of magazine advertising suffered a setback. Between 1956 and 1958 inclusive, the total revenues of consumer magazines declined from $19,495,891 in 1956 to $19,354,130 for the year 1958. This decline must be set against the increases which were registered by the major competing media without exception. Confusion, uncertainty and extraordinary rate increases of the tax period were disturbing to advertisers, and some of them stayed aloof from the magazine field and devoted their money and effort to the marketing of their goods and services by other methods.

■ We submit that the substance of the experience of the Canadian publishing industry is that the intervention of the government into this field in this case was harmful. We submit further that similar consequences can be expected to flow from any other form of government intervention which seeks to alter the economic situation of Canadian publishers by affecting the conditions under which readers and advertisers express their preference among magazines or among all advertising media.

There is no need for special legislation to regulate the activities of the publishing industry, since the publishing industry, although always entitled to maintain its rights of freedom of the press, must always exercise that freedom within the confines of all other Canadian laws.

■ *Time* regards its future prospects in Canada as dependent on the strength and welfare of the Canadian magazine industry of which it is a part. Any attempt, however well meant, to adjust the free play of forces within this industry can very well create a highly destructive result for all . . .

Apart from any other factors, any attempt to alter or impede the flow of good, high quality magazines from abroad would be to restrain the freedom of the press in Canada and the freedom of choice of Canadians as to the matter which they read. It would be to deprive the Canadian public of the opportunity of learning the views and news not only of its neighboring country but of countries throughout the world, with the result that Canadian thought and intelligence might become provincial or parochial . . . #

The Problem: A Canadian View

OTTAWA, Nov. 16—The following is the conclusion of an "oral statement" made to the Royal Commission on Publications in Ottawa by Floyd S. Chalmers, president of Maclean-Hunter Publishing Co.:

"The very appointment of this commission has, in my opinion, served notice on the world that it is not the intention of our people to permit the periodicals of this country to be entirely wiped out by the pressure of foreign periodicals, which glorify the habits, the social patterns and the personality figures of other peoples, and quite properly so, since they are published primarily for these other peoples. Recommendations made by this commission, and carried into legislative or administrative action, can lay a sound foundation for the further development of this nation's periodical literature as an agency of nation-building.

■ "The problem of maintaining and developing our national periodical press is not one capable of solution by any single magic formula. You cannot simply say, 'Keep these foreign publications out of the country and all will be well.' This is not a dictator state; we are a nation of free people. As such, literate Canadians demand the right to read whatever the creative genius of the entire world makes available to us either for our edification or our entertainment. The Canadian people do not wish to be denied the right of access to the literature, the ideas and the news of the world. We make no such proposal to this commission.

■ "The objective, rather, must be to insure that, while Canadians have access to the world's best magazines, they also have the assurance of continuing access to a strong and numerous group of their own native magazines. In recent years, the freedom of choice of the Canadian reader has narrowed more and more; and if the present trend persists for much longer, his only freedom will be to choose among foreign publications. Freedom of the press, freedom of choice of reading matter, are not issues; but the freedom of Canadians to have their own periodical press is most definitely an issue.

■ "No self-respecting, independent people will stand for the domination of their minds by another nation through press, television, radio, films, etc. Our government has taken steps to protect tv and radio from foreign domination. We have a highly subsidized national broadcasting agency and a national film-producing agency. Now we have this royal commission investigating the role of the periodical in the process of nation-building, searching for a means to insure that Canadian thought and opinion may be expressed through our own national publications without being shouted down by the combined voice of foreign periodicals, which now enjoy such overwhelming numerical superiority in this country." #

Savings & Loan Group Sets '61 Ad Fund of $2,000,000

(Continued from Page 3)

closed that the number of American families with savings accounts is over 50% and is gradually increasing on all income levels. It showed further that the number of families with accounts in associations has gone up, while those in banks have gone down in number.

■ But the real advertising attention-getter at the convention was Dr. Dichter's project, which apparently blasted a number of commonly-held concepts about why people stash money away, and held up for S&L men a candid analysis of the "good" and "bad" aspects of their public image.

Dr. Dichter concluded for one thing that the old saw about people "saving for a rainy day" is all wet. He said that while they don't necessarily admit it, most people aren't worried about emergencies and financial disasters any more, feeling that government social legislation or a public or private pension plan will somehow take care of them.

In today's consumer-oriented society there has been a major shift of savings values, Dr. Dichter said, and now admen should bear in mind that most people save money for these reasons:

- To buy something extra over the necessities of life—a fine house, for instance, instead of just a roof over the head.
- To have savings money earn more money.
- To satisfy the "inner Jones" rather than trying to "keep up with the Joneses"—to spend on things like hobbies or leisure time.
- To achieve freedom of choice, since with cash you're not tied to instalment repayment programs and you can make better deals.

■ In a condensed outline of his full report, Dr. Dichter gave the S&L men 18 triple-spaced pages of recommendations on how to get more people to save at associations.

He stressed that associations had better stop promoting dividend rate advertising, which helped them achieve the rapid growth that has been theirs since World War II but now produces a "potentially dangerous situation," since savers who put money into an association to get higher rate may "taste blood" and later take their money out in order to get an even higher rate somewhere else.

And he recommended that they go back to trying to build associations as friendly, helpful places, as well as striving to find ways to "make saving fun."

■ "Accept the fact that the 'age' and 'cheesecake' period of growth has passed," Dr. Dichter said. "It made you popular and won national recognition, but now the time has arrived to become more dignified and to stress the fact that you are eminently respectable and are here to stay."

He suggested that S&L advertisements should, through choice of style, typography, content and media choice "look more dignified, professional and public-service oriented."

Dr. Dichter found that the higher dividend differential available at associations is "the most outstanding image characteristic of savings and loan associations with the general public." Other "positive" S&L image aspects included general satisfaction of present customers with local associations, friendlier personnel and "young, rich and aggressive."

On the "negative" image side Dr. Dichter found some suspicious fear that associations may be more vulnerable than banks in case of depression, and ignorance about the kinds of insurance protection afforded by associations.

He also noted that the word "loan" in the phrase "savings and loan" had a distinct negative effect. In his sampling, one of five non-savers interviewed, for instance, thought savings and loan associations were personal finance companies. #

PERSONAL SERVICE

Jean Kerr is representative of The Farley Company's policy of immediate and informative personal service. The Farley man who regularly contacts you spends much time in travel and is not always available when you need data in a hurry. In such instances, Jean Kerr is here to assist. Her background assures a quick understanding and capable handling of your request. Prior to joining the Farley organization, she was editor of a substantial trade journal, associate editor of another, and publisher of a suburban newspaper.

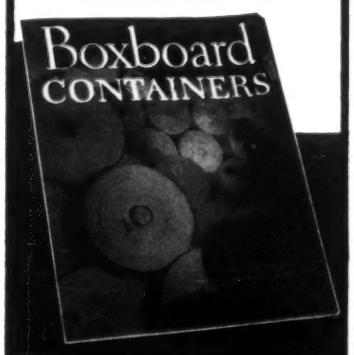
Markets Served

Air Conditioning • Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distribution • Mechanical Contracting • Policy Level Management • Savings & Loan

THE FARLEY COMPANY

Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

Are you overlooking a **$3 Billion Industry**



Boxboard packaging sales topped $3 billion last year. Why not investigate this rich industrial market. For the "who buys what" and "how" contact:

Boxboard CONTAINERS
A Haywood Publication
Chicago: 6 N. Michigan Ave., CE 6-3690
New York: 369 Lexington Ave., MU 3-8432

MEET THE WOMAN IN THE TEAM AT THE TOP!

"The management of an expanding company such as ours depends, in no small measure, on an efficient executive secretary," says David B. Shakarian, President of General Nutrition Corporation, Pittsburgh, Pa., national distributor of vitamin products. Speaking about his secretary, Miss Caryl Lindstrom, Mr. Shakarian declares, "Her recommendations are an important factor in our selection of office supplies and equipment." As a key member of so many management teams, the modern secretary exercises significant influence in office purchases...everything from file folders to furniture, from desk diaries to duplicators. To sell your product story most effectively, tell your product story to the readers of TODAY'S SECRETARY, the only magazine with a nation-wide ABC-paid circulation of secretaries in business and training. Your advertising message will reach 151,000 subscribers (ABC-audited), plus 345,000 additional pass-along readers every month. For information about this productive medium, phone or write for Fact File on TODAY'S SECRETARY and the secretarial market.

TODAY'S SECRETARY

...the magazine that sells the secretary—sells the boss

A GREGG-McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK • LONGACRE 4-3000

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928

NOTICE

Due to the Thanksgiving Day holiday the deadline for all classified advertising will be November 22 for the November 28 issue.

HELP WANTED

WFMY-TV, Greensboro, N. C., has excellent opportunity for a smart promotion-public relations man to head its Promotion Department. This must be a man with broadcast promotion experience to head a four-person department, one familiar with layout, a capable writer, and research-minded. Submit application with full information on experience, samples of work, and photograph to **General Manager, WFMY-TV.**

MOLENE PERSONNEL SERVICE
publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production .... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

OPPORTUNITY FOR COPYWRITER (preferably younger man) to spread your wings on wide variety of agricultural, industrial and consumer accounts, writing for all media with emphasis on print. Must be able to quickly grasp and solidly respect the facts of any selling situation, then put them up in an attractive package. Good salary, other benefits. Come along and grow with us in rapidly expanding agency in Missouri Valley. Write fully to

Box 4314, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING PUBLIC RELATIONS & PUBLISHING JOBS AVAILABLE
Mr. Love
f. w. BARNHOLDT & Associates
185 N. Wabash Chicago 1 FR 2-0115

FREE-LANCE ARTISTS WANTED to render comprehensives and finished artwork on Christmas card design ideas. Must be familiar with art reproduction and have experience in color separation. Also artists to prepare full-color renderings for reproduction purposes. Send letter and samples to **Wayne Wiechering, Miles Kimball Company, Oshkosh, Wisconsin.**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago Su 7-2255

DON HARRIS NEEDS:

MARKETING DIRECTOR, experienced inorganic chemicals or metallurgical products. A "total" marketing job—sales plus advertising, new products, marketing research, etc. Incentives, fringes. Base salary .....to $20M+

MARKETING ACCOUNT SUPERVISOR. If strong enough in consumer hard-goods marketing, merchandising, need not have had agency experience. Building materials background helpful.....$17-$20M

COPY, 4A agency. All-around but with some mail-order or retail experience. Major but not huge, pleasant-living city. .....$12-$14M

UNCOMMON RETAIL LAYOUT ARTIST, house-furnishings manufacturer, co-op advertising. Range: from highest grade to borax at its best.....$12-$13M

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago WA 2-9400

POSITIONS WANTED

FREE LANCE PUBLIC RELATIONS
Seasoned newspaperman offers taste and economy for Chicago clients.
PRESS DIRECTIONS, Room 1914, 343 S. Dearborn St., P. O. Box 1359, Chicago 90.

FREE LANCE
LAYOUT & PRODUCTION
Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV Commercials. Contact—
T. J. McLoughlin MI 2-3655
619 N. Michigan Ave., Chicago 11, Ill.

I can capitalize on extensive space sales experience in several major industrial markets for publication requiring tactfully aggressive and constructive representation. Personal interview requested—my expense. Employed.
Box 4316, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INTERNATIONAL CREATIVE-CONTACT Nine years high-level experience with top USA accounts for top USA agencies in foreign markets. American-born, speak Spanish, French, German, Italian and Portuguese. Heavy creative, radio-TV, merchandising and marketing experience with solid administrative and supervisory background. Consultant, special assignments or good permanent connection.
Box 4317, ADVERTISING AGE
630 Third Ave., New York 17, New York

WASHINGTON LIAISON
Aggressive young PR man with legal, government and trade assn background desires to represent advtg or PR firm in capital.
Box 4318, ADVERTISING AGE
630 Third Ave., New York 17, New York

HOW TO SPEND $5 MILLION THE HARD WAY—A LITTLE AT A TIME
Industrial ad mgr. with $500M budget for multi-div. natl. chemical co. past 10 yrs. now ready for growth spot in co. or agency. Chem Eng degree, creative & supervisory exp. on direct mail, lit., budgets, sales aids, prod., agency contact. 37, family, now in East. $13,000.
Box 4319, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADV.-MKT. SELF-STARTER WITH CREATIVE & CONTACT KNOW-HOW
Proven consumer sales promoter with blue chip agency & ad dept.: copy, contact, admin. & follow-thru. Know boats, marine motors, bldg. mat'ls., office equip. Seek growth agency or mfgr. Strong 7-yrs. exp. Available right now. Salary: modest 5 fig.
Box 4320, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE WRITER, PUBLICIST
All editorial skills—news letters, house organ editing and production a specialty. Award winner.
Box 4321, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MANUFACTURERS—AGENCIES
Top adv. & promotion mgr. strong in applying modern marketing concepts to campaigns. Heavy food exp., good administrator, 37, master's degree, will relocate.
Box 4323, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AVAILABLE
ADVERTISING & MARKETING EXEC.
Young (32) six years background on food, beverages, automotive. Major agency experience as A.E. with proved ability to develop advtg. & mktg. programs that get results. Previous sales experience with large food mfg. Effective speaker, MBA, top references. Available Dec. 1 as A.E., Adv. Mgr. or Product Mgr. Salary open. Box 478, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

POSITIONS WANTED

ONE MAN AD DEPT.
READY FOR DELIVERY!
Agency Copywriter and former Adv. Manager of food company seeks position in CHICAGO AREA as Adv. Mgr. Asst. Ad Mgr. or copy-contact man. 12 years exp. in creation and prod., all media in foods, appliances, communications, paints, housewares, motion piet. Knows art, printing, budget problems. Presently high 4 figures.
Box 4322, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER WANTS AGENCY JOB
6 years sales promotion and advertising. Versatile. Heavy collateral exp. Good visual planner. Age 32. Chicago location.
Box 4327, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

SPACE SALESMAN
Seek young, aggressive man for expanding consumer sales staff. $100.00 per week and benefits during training. Career opportunity with five figure income possible second year in salary and bonus. Send personal letter and resume in confidence to
Box 4326, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

MEDIA REPRESENTATIVE
Established representative would like proven publication. Consumer and industrial experience. Travel all New England. Thorough knowledge agencies, advertisers and territory. Salary or commission.
Box 4324, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

A good grooming product of interest to more than 10 million women, needs your capital for both expansion and a "JACK PAAR" type national promotion, to make it the Cinderella Case History for 1961. Product retails for $1.00, has good repeat feature. Are you the individual or organization with the Know How and capital to put this product in your success column? Available on a royalty or partnership basis.
Box 4325, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

THIMK! FIT ADV. SCRATCH PADS into your promotion or show plans, write for price list (commissionable): **Progress Print, Inc. 204 Richmond, Appleton, Wis.**

FOR SALE OR RENT

Brick home—in Park Forest (a community of ad people). This home has garage, patio and cyclone fence. Near schools and transportation. Buyer can take over 4% Loan. Write or Call: **Henry L. Rust % Knowlton Printing Co.—123 N. Sangamon, Chicago. Phone: Ha 1-5282 or Fa 3-2788.**

CAREER COPYWRITERS
Men and Women

If you can write—and sell through the printed word—we can promise you a challenging and secure future.

Good starting salary with plenty of opportunity to advance. Outstanding benefits, profit sharing, bonus. Chicago location.

We prefer personable people, age 25 to 35 with college training, and agency or mail order experience.

Write or phone for interview.

Operating Manager
Department 744
Sears, Roebuck and Co.
925 South Homan Avenue
Chicago 7, Illinois
KE 3-2500, Ext. 3791

2 COPYWRITERS
needed by expanding AGENCY

Rapidly-growing agency seeks two ambitious young writers for important openings in copy department . . . one for trade ads and collateral; the other for newspaper advertising and dealer mat service. Both should have experience in home appliances and/or related merchandise (basic training in mail order catalog work an asset), plus ability to create and write good copy rapidly . . . for big-name account. Ideal location for wonderful living in semi-resort area near Chicago. Good salaries for right people; opportunity to go places. Write Box 477, Advertising Age, 200 East Illinois St., Chicago 11, Illinois.

SPACE SALESMAN

Consumer publication seeks capable space salesman for New York City branch office. Exceptional opportunity with outstanding national publication in music field. Rapid growth assures good potential. Send full resume including salary to:

Box 476, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

BIRCH *Personnel Service, Inc.*

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

EXCELLENT
MEDIA SPECIALIST

Due to circumstances beyond his control, our Media Director is now available. Here is one of the few men thoroughly familiar with all types of media and we highly recommend his services. Fourteen years in planning and buying for diversified groups of national and regional accounts. Agreeable to relocate. Box 474, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

TWO SMALL ADVERTISING AGENCIES sharing

office space and personnel, and working together on new accounts, have room for another equal cost sharing agency or P.R. in modern Michigan Avenue building, Chicago.

Box 483, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

DIRECT MAIL

Chicago business publisher, old enough to be well established—young enough to be expanding, has challenging position for experienced direct mail specialist. Should have strong creative drive, balanced with good judgment—will be selling to sales and personnel executives from coast to coast. Experience with business books and services helpful. Salary open. Replies held in strict confidence and acknowledged immediately. Brief letter outlining your background will start the ball rolling.

Box 480, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

SAN FRANCISCO AD AGENCY CAN REPRESENT YOU IN CALIF.

We are staffed and prepared to represent out-of-state advertising agencies or advertisers in San Francisco and California. For Details:
Joseph Pedott Advertising Agency
Suite 512, 693 Mission Street
San Francisco 5, California

Our 49th Year

COPY CHIEF—splendid oppty. 4A Mid-west agcy. $15,000
COPYWRITER—industrial exp. essential—Chicago agcy. 9,000
ASST. ADV. MGR.—at least 3 yrs. food background 8,500
EDITORIAL-PRODUCTION Man or Woman—Chicago assn. 6,000
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

FOR AN UNUSUAL OPPORTUNITY, KNOCK ON OUR DOOR!

We're a smallish newish New York agency with well-established creative and production departments.

We're looking for the right man with good agency background, who is also a specialist in media. He should be an account man who can bring with him moderate billings and a willingness to help build with us a first-rate today-minded shop.

If you're forty plus or minus, and would like to join us in a profit participation project now and for the future, write us in detail of your background and your plans. You'll find in us a congenial and creative operation, with much to offer.

Box 481, Advertising Age
630 Third Avenue, New York 17, New York

NOVEL IDEA for NATIONAL *Self-Sustaining*

TV PROGRAM

WILL DISCUSS WITH PRINCIPLES ONLY

CONTACT H. WHITMER

ADVERTISER'S SERVICE
DIRECT MAIL SERVICE
666 Washington Rd., Pitts. 28, Pa.
Phone Fieldbrook 1-3400

ADVERTISING
POSITIONS AVAILABLE

- **INDUSTRIAL COPY—to $15,000**
- **JR. A. E. INDUSTRIAL—to $9,500**
- **RADIO-TV TIME BUYER—to $7,500**

For male advertising positions, both agency and corporate, in the Mid-Atlantic states. Send your confidential resume in duplicate to:

STURM-BURROWS & CO.
Executive Search and
Personnel Placement Specialists
1420 Walnut St. Phila. 2, Pa.

Assistant to Advertising Director

KITCHENS OF
Sara Lee

This is an excellent career opportunity with our fast growing company. The man we seek will possess these qualifications.

1. College graduate, 27-35, with minimum of 3 years food advertising experience with agency or manufacturer.
2. A self starter with proven administrative ability.
3. Familiarity with national and local market media selection.
4. Experience writing copy and selling presentations.

In this responsible position, you'll be involved in all aspects of our annual multi-million dollar advertising program. Write, providing all details including current salary to:

K. A. HARRIS, DIRECTOR OF ADVERTISING
KITCHENS OF SARA LEE
5353 N. ELSTON AVE.
CHICAGO 30, ILLINOIS

All replies will be held confidential.

ASSISTANT TO ADVERTISING SUPERVISOR

National leader in field of electro-mechanical devices, midwest location, needs top-notch young man as assistant to Advertising Supervisor. The man we seek has strong industrial background with experience in catalog and brochure preparation, trade show participation, agency liaison, technical writing, securing of application reports. Submit resume including earnings record and salary requirement in confidence to

Box 484, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

WANTED—NEW YORK REPRESENTATIVE
FOR A.B.C.

The Audit Bureau of Circulations is planning to appoint a New York representative. The man selected will: be informed in the selection and use of print media; be sales minded; know agency, client and publisher relations; be able to address advertising and publishing groups; preferably have established contacts in the advertising and publishing industry and with associations in this field.

This job is essentially of an educational and promotional nature. Requests for interviews in regard to this new, challenging position should be accompanied by information including complete business history, education, age. Interviews will be in New York and by appointment only. Write to:

President, Audit Bureau of Circulations
123 North Wacker Drive, Chicago 6, Illinois

Branham J. H. Butler M. J. Butler Ralls Catledge

Evans Engel Hicks Whittenburg Honea

SOUTHERN PUBLISHERS—*Gathered at the meeting of the Southern Newspaper Publishers Assn. in Boca Raton were Charles E. Branham and Horace Ralls, Branham Co.; J. H. and M. J. Butler, Houston Chronicle; Turner Catledge, New York Times; Silliman Evans Jr., Nashville Tennessean; K. A. Engel, Little Rock Arkansas Democrat; Charles Hicks, Bowater Paper Co.; S. B. Whittenburg, Amarillo Globe-Times; and Bert N. Honea, Fort Worth Star Telegram.*

Southern Publishers Urge Discounts, Standardization of Ad Practice

(Continued from Page 2)

up, and the adoption of uniform frequency discounts make it easier for people to do business with us. It is hard enough to do business with us even when we have uniform practices. This is the least we can do for ourselves."

■ In keeping with the main theme of the meeting, "What's Ahead for the South," the two principal general sessions were devoted to discussions of where the South is going and how newspapers can help it move ahead. SNPA's directors today authorized a special committee under Mr. Patterson to study the possibility of an organized effort by the association to cooperate with other groups concerned with promoting southern progress.

Speakers at the general sessions were uniformly optimistic about the probability of better-than-average growth in the South during the coming years. The poverty of the 1930s was contrasted with the rapid strides of recent years. Publishers were urged to encourage the South to have faith in itself.

"Where we once exported talent and imported capital," said Dr. Walter Prescott Webb of the University of Texas, "we want the South to become an exporter of capital and an importer of talent."

■ At panel meetings devoted to newspaper management problems, the discussions turned to national advertising, labor relations and new production techniques. As a move to help newspapers get more national advertising, SNPA revealed it has arranged to provide publishers with two series of promotional ads:

1. A special series of 1,000-line ads developed for SNPA by the Bureau of Advertising of ANPA. The 12 ads in this series would run in local newspapers. They would be aimed at retailers "and at local sales representatives who go to conventions and have something to say about the allocation of advertising budgets to newspapers, radio and tv."

2. A series developed by Triangle Publications Inc., Philadelphia, and already running in the Philadelphia area. The ads, each contributed by a different agency, promote advertising in general and are to be provided free by Triangle to any SNPA member who wants to use them.

■ Elaborating on SNPA's own series, Mr. Aycock said his committee feels newspapers have been lax about promoting their own medium. He urged publishers to schedule the ads on a "space available" basis, and received immediate assurances from at least 35 newspapers. Papers will pay only a nominal charge for the mats.

While no tangible actions were taken, publishers joined freely in an active discussion of uniform rate cards.

■ In the seminar for papers with over-50,000 circulation, the participation warmed up after one publisher commented that he had just received a letter from Ted Bates & Co. seeking a special 15% discount for a 26-time 1,000-line b&w campaign currently being placed for Brown & Williamson.

He commented that this was inevitable in view of the fact that many publishers recently agreed to grant special discounts to William Esty for campaigns placed for Salem cigarets and Camels. "Once you have given Esty a 15% discount for Camels," he asked, "how can you refuse Bates 15% for Brown & Williamson?"

■ The Bates letter said the agency had made special surveys which showed 26-time advertisers averaged a 15% frequency discount in major media. The agency wanted to know if similar discounts would be allowed by the newspaper.

Mr. Aycock, whose newspaper has refused to grant discounts for the Salem and Camel campaigns, joined the discussion, reporting that the *Commercial Appeal* has already adopted a rate card which reflects quantity discounts. He said his paper has taken the position that publishers should refuse special discounts, and that if advertisers want quantity discounts "then publishers should try to find a pattern and do it right."

■ At the seminar discussion and in his report today as chairman of

(Continued on Page 132)

Barnhill Mrs. Barnhill Herbert Mrs. Herbert

FOURSOME—*Couples socializing during the annual meeting of the Southern Newspaper Publishers Assn. meeting in Boca Raton were Mr. and Mrs. Les Barnhill, Miami Herald, and Mr. and Mrs. Jack Herbert, The American Weekly.*

Come to grips with your buying or selling problem!

Your classified ad in Advertising Age gets right down to the basics of good buying or selling strategy. Puts your message into the hands of over 177,000 marketing men and women who have the authority to buy, sell or hire. You get quick action. Costs as little as $5 per ad. Try it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: **$1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.**

Display Classified Rates: **take card rate of $18.75 per column inch, and card discounts, size and frequency apply.**

I am enclosing $_____

My Name_____

Street_____

City_____ Z State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

the copy shop
MU 3-1455
270 madison ny 16

Copywriting Studio Confidential Work

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication any kind — any medium

RESEARCH DIRECTOR

Due to realignment within our agency and by several clients, we are forced to release our highly regarded director of research. He has a wealth of experience in executive level planning and in evaluation of marketing plans. He is thoroughly grounded in the technical elements of research methodology. Age, under 35. Salary range $10 to $12,000. For further information write Box 486, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

PUBLIC RELATIONS DIRECTOR FOR AD AGENCY

Experienced, professional PR man wanted to head up growing public relations department of medium-sized Chicago advertising agency. Should be effective at the contact level with ability to create and execute PR programs for consumer and industrial accounts. Excellent working conditions. Send resume and complete details to: **Mr. Kenneth W. Wittleder, Stern, Walters & Simmons, Inc., 201 E. Erie Street, Chicago 11, Ill.**

OFFSET PRINTING SALESMEN

We want to pay for the privilege of hiring salesmen with an active following. If you are interested in associating with an aggressive idea-oriented offset plant, with complete art and copy departments as well as full range of offset presses—and if you are interested in making more money, write for an appointment today giving resume of sales experience.

Box 485, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Fine, Fast, Fairly Priced Photography

pics incorporated photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

SNPA . . .

the advertising committee, Mr. Aycock said his experience indicates that the best time to change to frequency discounts is at a time when rates are being increased. He said a year of experience with frequency discounts on his paper demonstrated that many advertisers could not qualify for the 1,000-line discount test originally adopted by the newspaper. Urging publishers to analyze their own advertisers before arriving at a plan, he noted that his paper ultimately revised its discounts so that more advertisers could qualify.

A show of hands at the seminar indicated that only a few of the 55 big publishers present are currently incorporating quantity discounts in their rate cards. While no vote was taken, a few others indicated they have new cards under consideration which may provide for discounts.

Other developments on national newspaper advertising:

National versus local rates. Lisle Baker of the *Louisville Courier-Journal & Times*, which has actively promoted rate cards providing for discounts, suggested that the wide divergence between national and local rates is a major handicap for newspapers in competing for national advertising. Noting that the volume of national newspaper advertising is still declining, both in expenditures and linage, he said, "No one newspaper by itself can do anything about it."

Newspaper Supplements. One member at the over-50,000 seminar termed newspaper supplements a greater "menace" than tv in the competition for national advertising. "They deliver a four-color job on 34 lb. enamel stock at a 28% discount and reach the same readers," he said. "No matter how we try, we can't match that."

Eleven-em column width. SNPA's advertising committee said the adoption of the standard 11-em column would be "a big step toward uniformity in copy requirements," which would help simplify placement of ads in newspapers. About half the members at the over-50,000 seminar indicated they are lining up with the 11-em column.

■ SNPA's advertising committee expressed scepticism about a "right to advertise law" recently adopted in Louisiana. Urging member-papers to push for "Ohio-type" right to advertise laws in their own states, it said the Louisiana law had so many loopholes it might do more harm than good.

With the introduction of more automatic typesetting machines, publishers expressed concern about rising union demands for "bogus" and other "featherbedding" practices. Joe M. Dealey of the *Dallas Morning News*, who presided at the over-50,000 session, predicted, "We will have to get back some of the things we yielded on during past contract negotiations."

Publishers got glowing reports on new equipment and techniques to speed production and cut costs. At a session for smaller newspapers, John B. Olson of the *St. Petersburg Times* said "color has certainly taken hold and has an exciting future."

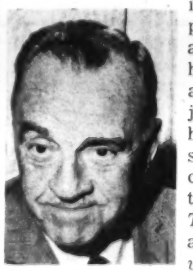
■ The SNPA members from 14 states elected Robert C. Millar, president and general manager of Florida Publishing Co., Jacksonville, president. He succeeds Mr. Patterson, who becomes chairman of the board.

New directors elected at the meeting were Ralph W. Callahan, general manager, the *Star*, Anniston, Ala.; Bert Struby, general manager, the *Macon Telegraph;* Rex A. Justus, vp and business manager, the *Tulsa World*; Albert N. Jackson, vp, the *Dallas Times-Herald;* Robert B. Smith, general manager, *Newport News Daily Press & Times Herald;* and John Tapers, the *Tallahassee Democrat.* Ben Hale Golden, president-publisher of the *Chattanooga Times*, was re-elected treasurer and Tom Tanner was elected by the board of directors for his seventh term as secretary-manager. Under a by-law change approved today, SNPA voted to add the office of vp to its list of officers in the future. #

Motley Chandler Knight Gray Sisk

GOOD FELLOWS—*Sharing a social moment at the Southern Newspaper Publishers Assn. meeting were Arthur (Red) Motley, Parade; Ralph Chandler, Mobile Press-Register; Jim Knight, Miami Herald; James A. Gray, Winston-Salem Journal & Sentinel; and J. Kelly Sisk, News-Piedmont, Greenville, S. C.*

Adman in the News . . . Robert C. Millar



Robert Millar

Robert C. Millar, president and general manager of Florida Publishing Co., who was elected president of the Southern Newspaper Publishers Assn. this week, likes to "play down" his activities outside his own newspaper office.

His official biography shows a long history of service in community and newspaper industry activities. But he says these are part of his job, and that he's "a working stiff" whose chief interest is the *Florida Times Union* and *Jacksonville Journal.*

Born Feb. 15, 1900, in Glasgow, Scotland, he was brought to this country by his parents at an early age. He was educated in the public schools in Massachusetts, but has resided in Jacksonville since his discharge from the Army after World War I.

■ At Florida Publishing Co., which he joined 35 years ago, he was auditor, then secretary-treasurer. About 12 years ago he became president. Last year he negotiated the deal enabling the *Florida Times Union* to buy the afternoon paper, the *Jacksonville Journal.*

In civic affairs, he was a founder of the Committee of 100, which was instrumental in bringing important new industries to Jacksonville, and he is currently active in the Downtown Council, which is seeking to stimulate a solution to the parking problem. He has been active in chamber of commerce work, Rotary Club, is a director of St. Luke's Hospital Assn., and a deacon in the Riverside Presbyterian Church.

■ Mr. Millar was in the midst of his second term as a director of SNPA when the nominating committee, under the chairmanship of James Knight of the *Miami Herald*, selected him for the SNPA presidency. He is a past president of the Florida Daily Newspaper Assn., a member of the ANPA labor relations committee, and director of ANPA's Bureau of Advertising. He golfs, but only for the exercise. He has been married since 1926 to Ann Gilbert Millar. They have a son, Robert Jr., of Jacksonville, who has four children, and a daughter, Janet (Mrs. T. J. Rowland of Niagara Falls, N. Y.), who has three children. #

Batz-Hodgson-Neuwoehner Names Tully, Adds 2 Accounts

John Tully has joined the account service staff of Batz-Hodgson-Neuwoehner, St. Louis. Mr. Tully was formerly account executive and creative supervisor of Kane Advertising Agency, Bloomington, Ill.

At the same time, American Device Mfg. Co. and Southern Fabricators Corp., Steelville, Ill., have appointed Batz-Hodgson-Neuwoehner to handle their advertising. The agency will move to new quarters in the Farm & Home Bldg. at 10th and Locust in early December, the sixth expansion in the past eight years. During that time, billings have increased from $900,000 to approximately $3,000,000, the agency reported.

Copy Club Elects Burke

Frank Burke, Al Paul Lefton Co., Philadelphia, has been elected president of the Philadelphia Copy Club. Other new officers include John Osterman, Richardson Thomas & Bushman, vp, and Marie King, Connelly Organization, secretary-treasurer.

Howard Joins Foote, Cone

Robert C. Howard has joined Foote, Cone & Belding, Chicago, as a research supervisor. Mr. Howard was previously with General Mills, Minneapolis.

BUILDING FOR BETTER COMMUNICATIONS IN THE MULTI-MILLION ROOFING & BUILDING IMPROVEMENT INDUSTRY

CONSOLIDATION of the two oldest most established publications serving this important aspect of the building trades industry, American Roofer & Siding Contractor and National Roofer and Building Improvement Contractor, has resulted in a completely effective industry wide editorial service . . . and one of the most efficient vehicles available to advertisers in any trade field.

50 years of editorial service to the roofing and siding trade are represented in this new consolidated editorial department. Reader-reaction was immediate and overwhelmingly enthusiastic and each subscriber has been given unprecedented opportunity to contribute suggestions for new departments and editorial services.

17,000 circulation . . . completely blanketing the industry . . . is the result of the consolidation without duplication of the 12,000 paid subscriptions of National Roofer and the controlled circulation of American Building Contractor . . . the most effective single list ever available in this industry.

American Roofer & Building Improvement Contractor

180 N. Wacker, Chicago 6, Ill.
FRanklin 2-8186

Luxury Living
overlooking Lake Michigan on CHICAGO'S GOLD COAST

Enjoy superlative luxury only five minutes from downtown . . . steps from famous restaurants and exclusive North Michigan Avenue stores. Superb appointments and friendly service. Rooms, suites and apartments by the day, month or year.

Donald O. Cronin, Mgr.
SUperior 7-8500

LAKE SHORE DRIVE HOTEL
181 E. Lake Shore Drive, Chicago

The GAY 90s CIVIL WAR Events
CENTENNIALS
ANTIQUES-ORNATES
Only American Antique Type founder
typefounder bx 11313R PhoenixAz

HANKSCRAFT DISPLAY MOTORS help Seven-Up set sales in Motion!

EXPERIENCED ENGINEERING SERVICE

Hankscraft engineers can animate any type of display—special action or AC power. Recommendations made without obligation. See your Hankscraft representative or send cutout dummy and sketches directly to:

Display created and produced by the Arvey Corporation, Chicago, for Creative Point of Sale, St. Louis, Mo.

At beverage counters everywhere "'Fresh Up' Freddie" jumps for joy, calling attention to the excellent thirst-quenching qualities of Seven-Up. Action is supplied by a standard Hankscraft rotary motor powered by two ordinary flashlight batteries. Like all displays animated by Hankscraft, this silent salesman works for weeks without attention!

HANKSCRAFT COMPANY, Display Motor Division • Reedsburg, Wis.
World's Largest Manufacturer of Battery-Operated Display Motors
Sales Offices in these principal cities: Chicago • Philadelphia • Minneapolis • New York
Dallas • Toronto (Ontario) • San Francisco (Erlach Lee Co.)

Critics, Poor Ad Image Cloud ANA Agenda

(Continued from Page 3)

image of advertising resulting from attacks by novelists, economists and politicians; (2) complaints by the public to Washington about intrusive, guileful, irritating, crude or deceitful advertising; (3) the arguments by educators that advertising is an economic waste and that advertising panders to the baser interests of people, debasing the language and esthetic standards en route; (4) government officials who see in the situation a chance to serve "their constituents, their political philosophy or themselves."

He laid particular emphasis on the attacks by intellectuals, government officials, educators and "self-styled economists," asserting that these people are the "most damaging" and that they "have the control of business as their ultimate objective."

■ He said advertisers are their targets, that the jeers at Madison Ave. are only a way of reaching advertisers, that the "charge is leveled at us—not the agencies or the media.

"And what the critics want is not minimum controls but 'punitive regulation—or even elimination,' " he said.

He suggested that ANA embark on two programs, one financed and administered by ANA, the other to stimulate others to participate in a broader and more fundamental program.

Mr. Banzhaf said the ANA program should realize that Point 1 (the image of advertising men) will be taken care of by solving the other three; that the impatience of the public with advertising abuses can fall into the area of the joint Four A's-ANA interchange; and that the fourth—government—is part of a larger problem with which ANA cannot cope by itself.

■ He believes the tendency among intellectuals, educators, economists and government officials to consider advertising a cultural negative factor and economic waste ought to be handled by ANA. He outlined the necessity for collecting good economic information about advertising's contribution, its role in supporting communications media, and then getting the information to schools and colleges and to mass media. "The job is squarely up to us," he warned, and he defined the job as:

1. Gathering the facts that now exist about the effectiveness of advertising, the types that are most effective and the contribution advertising makes to society.

2. Developing new facts in these areas.

3. Getting the information to "management people, educators, government officials and the general public."

■ Earlier, Edward G. Gerbic, vp of Heublein, and Robert E. Allen, president of Fuller & Smith & Ross, outlined the concept of the ANA-Four A's committee for improved advertising content, explained how the interchange worked and urged participation by ANA members.

Mr. Gerbic said the ANA should be "a committee for the improvement of advertising content. I promise you serious and sober consideration of every complaint sent in."

Mr. Allen asked that ANA members watch their own advertising closely, and report objectionable advertising to the ANA-Four A's group.

■ Roger M. Blough, chairman of the board of U. S. Steel Corp., advised optimism and a tranquil view of advertising criticism. "Where on the American scene," he asked, "can you find an occupation that does not come in for some criticism?

"I suggest that we accept as graciously as possible the intermittent carping on advertising. That also is part of the American way. Dissatisfaction with our lot is normal."

■ Mr. Blough reported the American economy strong, with great progress in sight for the future. While the steel industry has its problems he pointed out that in 1960—for the sixth time in U. S. history—the industry will produce more than 100,000,000 tons of steel, more than total capacity in 1945.

He said U.S. Steel is convinced of America's capacity for growth and in the past 21 months has spent nearly $750,000,000 for modernization and replacement, and has authorized nearly $600,000,000 more for the near future.

He traced the "Watching America Grow" campaign, which U. S. Steel launched in September, a program in which 13 companies now have plans to cooperate.

■ Mrs. Oveta Culp Hobby, president of the *Houston Post*, told the ANA that in "a nation of 180,000,000, advertising has become an economic necessity." She called it a "power tool," adding that as a power tool it needs "care and respect."

Mrs. Hobby emphasized the role of advertising in support of free communications media. "Today the use of advertising is no longer a prerogative of those who buy space and those who sell it," she said. "It is the prerogative of neither advertiser nor the advertising agency. It too is a trust, held by you for the American people. You share with newspapers, radio and television the obligation to be factual, frank and responsible."

It is imperative that effective measures against abuses of power in advertising be taken, she said, because "the public must be able to trust advertising."

In memory of its president, the late Paul B. West, ANA created a "Mr. Advertiser" award—a gold medal to be given annually to the advertiser who, in the judgment of a jury of the ANA board, has done most to advance the "goals and standards of ANA."

■ Richard J. Wiechmann, advertising manager, International Paper Co., described the success of its "Send me a man who reads" campaign. As the largest paper company (its sales reportedly twice those of any other paper company), it had never done national advertising, and embarked on an advertising campaign only after some of its largest customers decided to build their own mills, and after a survey by Gallup showed people who knew the company still didn't know its range of products and its contribution to development of new products.

It pegged its campaign on reading because reading today is a matter of national concern and the most important use of paper in our society. When the ads appeared, in *Reader's Digest* and *Fortune*, nearly 500,000 reprint requests poured in. The sales force is enthusiastic, Mr. Wiechmann said, and a questionnaire of the salesmen showed 85% said their customers or prospects had commented on the campaign, 96% thought the advertising helpful, and 71% said they had had orders or inquiries because of it.

■ In the evaluation sessions, Roger Bolin, newly elected chairman of ANA and advertising director of Westinghouse Electric Corp., described the progress of "Project X," the program by which ANA hopes to improve the understanding of principles and practice of advertising by top managements.

After a study of the problem, Mr. Bolin reported, the key question in management's mind seemed to be: "What do we get for what we spend?" The Project X committee, he said, hopes to develop tools so that admen can (1) define specific communication objectives for advertising that can be measured; (2) get management agreement on these objectives; (3) get agency understanding and agreement; and (4) select measurement techniques to see if objectives were attained.

■ A. H. de Grassi, director of advertising, Kaiser Aluminum & Chemical Corp., explained how objectives were defined and techniques of industrial advertising were evaluated for electrical wire and cable products. The situation was complicated by changes in the line of products, vastly increased competition (500%), and expanded production facilities. With the objective of awareness and conditioning the market for salesmen, a three-page insert was used in business papers, built around a "spark of quality" theme and aimed at five specific markets. Readership studies showed high recognition and readership, and a penetration study by Mills Shepard showed recall nearly 50% above average. Studies have convinced the company that a substantial part of its market "simply did not know Kaiser Aluminum was making these products. Without advertising, the entire burden of obtaining this awareness would rest on our limited sales force."

■ Russell H. Colley, management consultant, who worked on the ANA advertising manager handbooks, discussed considerations in defining advertising objectives and measuring results, with particular attention to measuring a "level of awareness." He reported that ANA will shortly get out a book on the subject, called "Defining Advertising to Goals and Measuring Advertising Results."

■ M. J. Batenburg, director of information services, Pittsburgh Plate Glass Co., and L. E. Purvis, president and chairman of Gallup & Robinson, put on a joint presentation of how PPG evaluated its program. The basic question was whether the company would get value from a $3,500,000 tv program which was a vehicle for both product messages and corporate image—18 corporate commercials and 36 product commercials.

The Gallup & Robinson assignment was to measure recall and penetration, and sales attributable to advertising, culminating—in the case of paint—with the finding that about one-fourth of the people who bought paint in a given period credited their purchase to advertising in some way, and of these about half credited their purchase to tv.

Earlier, ANA members were able to review various problems in informal, closed sessions. Here are some excerpts from the discussion leaders:

■ Douglas L. Smith, advertising and merchandising director of S. C. Johnson & Son, in a session on how to coordinate tv advertising with multiple agencies, said that agencies have shifted from a creative function to a supervisory or administrative or analytical function, but that they are "as important as ever" to an advertiser with a heavy tv investment.

The advertiser should, Mr. Smith said, handle (1) assignment of show responsibilities, (2) commission arrangements, (3) negotiating procedures; (4) critical evaluation of the medium, (5) long range planning, and (6) corporate direction as to types of shows. S. C. Johnson lets an agency be the agency of record, which gives it 15% of the 15% commission on time and talent. He advocated encouragement of a "spirit of respectful competition among a client's agencies."

■ Leslie C. Bruce Jr., director of advertising, Purex Corp., described the Purex code *(see story on Page 92)* in a session on codes and how to make them work, and said that while he doesn't advocate a written code for everyone, it serves to "clarify a company's intent in a formal, committed sense."

Robert H. Marriott, vp for sales and advertising of Climalene Co., headlining a market-by-market media meeting, explained the success his company has had with spot commercials, and how it uses magazine regional editions, and the use of newspapers for specific local problems.

■ Philip H. Cohen, vp and director of radio and tv of Sullivan, Stauffer, Colwell & Bayles, emphasized in a session devoted to controlling tv commercial costs that the principal consideration is time. Summing up, he said, (1) allow enough time for planning and execution—7-8 weeks for film, 9-10 weeks for animation; (2) be sure that everyone who has to okay a commercial gets a shot at it in storyboard or production meeting levels, not at rough-cut stage or after completion; (3) know film producers and their limitations and capabilities, (4) make sure actors and sets are important to the commercial —keep commercials as simple as possible; and (5) be sure the people who do the commercials do their homework. He said flatly that commercials are often cheap in comparison with time. A commercial costing $6,000 to $8,000 might have $1,000,000 in time and entertainment placed against its exposure; "simplicity is still the first rule of a good commercial," he said.

Petrasek Johnson

De Young Peckels

ADVERTISERS—*Relaxing during between-session periods at the Assn. of National Advertisers meeting were A. G. (Slim) Petrasek, Radio Corp. of America; Sheldon F. (Shell) Johnson, Westinghouse Electric Corp.; Lee De Young, Southern Nitrogen Co.; and M. F. (Mike) Peckels, International Harvester.*

ANA CHOOSES BOLIN, ALLPORT

HOT SPRINGS, VA., Nov. 15—Roger H. Bolin, advertising director of Westinghouse Electric Corp., was elected chairman of the board of the Assn. of National Advertisers, succeeding Donald S. Frost, vp of Bristol-Myers Co.

Peter W. Allport, who joined the ANA in 1945, was elected president to succeed the late Paul B. West. Mr. Allport was named secretary in 1951, and exec vp last summer *(see "Admen in the News" on Page 90)*.

John Veckly, director of advertising of U.S. Steel Corp., was elected vice-chairman to succeed Mr. Bolin.

The ANA elected five new directors: G. A. Bradford, consultant, advertising and sales promotion, General Electric Co.; H. F. Griswold, director of advertising, Dole Corp.; Thomas B. McCabe Jr., director of marketing services, Scott Paper Co.; Edward E. Rothman, general advertising and sales promotion manager, Ford Motor Co.; and Gene Wedereit, director of advertising and public relations, Chemetron Corp. K. L. Skillin, advertising director, Armour & Co., was reelected to the board. #

'Motion Picture' Boosts Rate; De Lone Gets New Post

Motion Picture, effective with its February issue, will increase its circulation guarantee from 1,000,000 to 1,100,000, and will boost its b&w page rate from $2,900 to $3,190.

Fawcett Publications also announced that Frank de Lone has been transferred from Los Angeles to New York as eastern ad manager of *Woman's Day*, a new post.

P&G Names Grey Ltd.

Procter & Gamble, Toronto, has named Grey Advertising Ltd., Montreal and New York to handle advertising for Downy Fabric Softener, a new brand now in test markets in Canada. With the Grey appointment, P&G now uses eight agencies in Canada.

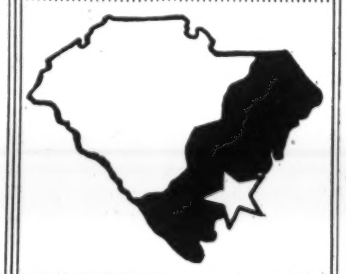
Houwink Pauley Dietrich Keefe Doty Roberts Cohn Belk Mason Monahan Paro McCormick

NAB WASHINGTON—*Chatting at the Washington regional meeting of the National Assn. of Broadcasters were Fred Houwink, general manager, WMAL-TV, Washington; Robert R. Pauley, vp in charge of ABC Radio, New York; George Dietrich, manager, WNBC, New York; Bob Keefe, office manager, NBC Spot Sales-Bomar Lawrance, Dallas; Dick Doty, general manager, and William A. Roberts, president, WWIL, Ft. Lauderdale, Fla.; Marcus Cohn, Washington attorney who represented theater owners in last month's pay tv hearings; Henderson Belk, president, WIST, Charlotte, N. C.; Richard H. Mason, president and general manager, WPTF, Raleigh, N. C.; Jim Monahan, account executive, CBS Films, New York; Tom Paro, director of sales, WRC, Washington, and Jim McCormick, eastern sales manager, CBS Films, New York.*

Rush to 'Redbook'

Bob Rush, formerly with Jann & Kelley Inc., has joined the Chicago sales staff of *Redbook*.

CHARLESTON,
South Carolina's
FASTEST
Growing Market



A $48,000,000
FOOD
MARKET
AND GROWING
EVERY DAY

Population over 210,000 with the largest consumer spendable income in the state $316,671,000.

IN CHARLESTON YOU CAN REACH EVERY FOOD STORE BUYER AND CONSUMER WITH THE NEWS AND COURIER CHARLESTON EVENING POST

In 1959 over 1,500,000 combination lines of retail food advertising appeared in the Post-Courier. Where else but in the food section of the Post-Courier can you reach and sell your food store buyers and the all important consumer.

CHARLESTON EVENING POST
The News and Courier

Represented by John Budd Co.

Praise by Ford, Prestige Report Delight NAB

(Continued from Page 1)

told how to be so.

"At the risk of excessive optimism, I see this decade as one in which broadcasting will grow in freedom, grow in influence, both economic and social, and find itself less hampered by unnecessary and archaic legislative and regulatory controls," he summed up.

Earlier in the day, Mr. McCollough told ADVERTISING AGE that he considers broadcasting's prestige "at an all-time high." He said he thinks Congress will "look with favor" upon broadcasters in January. "We have no qualms about what our critics will say," he said.

■ Frederick Ford, chairman of the Federal Communications Commission, praised broadcasters for showing "a maturity in attitude" toward their responsibility of seeing that radio and tv serve the public interest.

He called the congressional hearings probing "payola" and fixed quiz shows a "landmark of cooperation" between the broadcasters, FCC, and Congress, and he agreed with broadcasters who feel that the industry has lived down its unfavorable press notices. "Payola is past history and something I hope we all can forget," he said.

Mr. Ford indicated that although FCC sets the "climate" for serving the public interest, it's up to the individual broadcaster to know his community and its needs. This is "sound business practice," he said. "In the process of becoming more conscious of your station," he said, "advertisers will also be more inclined to buy time."

■ The FCC chairman noted that the commission is now collecting data from broadcasters on how they handled political broadcasts during the campaign. "When the returns are all in," he predicted, "even the industry will be surprised by its own performance. The time devoted to the campaign was quite exceptional and far more gratifying collectively than were efforts individually," he said.

Mr. Ford gave a hint that he considers his future with FCC to be somewhat precarious, when he was introduced by Mr. McCollough.

"When Mr. Clair introduced me in Chicago at the beginning of the year, he told the audience 'there's a Ford in your future.' I'm a little surprised that he didn't improve on it this time by saying, 'Watch the Fords go by'."

■ In meetings on Monday afternoon, Vincent T. Wasilewski, NAB vp for government affairs, explained to members that the makeup of the House of Representatives and the Senate remained much the same after the elections. "For broadcasters there won't be any traumatic changes," he said.

He pointed out, however, that because of retirements, deaths and defeat of incumbents, one out of every seven members of the House will be new. Of 29 incumbents who were defeated in the House, he said, 26 were Democrats, three Republicans.

■ Mr. Wasilewski added that all the members of both the Senate and House interstate and foreign commerce committee were re-elected. This is the committee that shaped the new "anti-payola" law.

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

'King of Air,' Radio Must Act Big, Hyland Says

(Continued from Page 1)

adult spends more time daily with radio than with newspapers or magazines combined. And that for 13 hours of the 18-hour broadcasting day, radio is the unchallenged king of the airwaves."

These are impressive facts, he said. "But sometimes we radio men act as though we don't believe them ourselves. I'd like to predict hopefully that in the '60s, in our sales efforts, we're going to climb off the defensive once and for all.

"Radio is big," he said. "But to grow even bigger in the next decade, and to be so evaluated by our listeners and our advertisers, we must grow up and act big . . .

■ "I believe one measure of growth will be the falling by the wayside of the quick-buck operators with their contests, gimmicks and frantic sounds. This kind of radio has been all too prevalent in the post-war license boom, and I feel it has been an image wrecker for our entire industry."

Mr. Hyland predicted that in the '60s every major market will be served by stations catering to a variety of listener needs. He visualized a good music station, a talk and information station, a sports and variety station, as well as foreign-language and nationality-group stations, in every major market.

■ Ripping into "formula" radio stations, Mr. Hyland said, "If, at KMOX, any preconceived program or music 'formula' prevented our microphone from being on the scene at Cardinal headquarters when Stan Musial announced his decision to play for one more season, I can assure you that my program director and news director would not have to wait too long to get a phone call from me.

"And if KMOX did not keep up a steady stream of new program and program-improvement ideas flowing toward its advertisers, I'm sure it would reflect in smaller audiences and smaller billing. And this consequence would be deserved," he said.

■ Mr. Hyland stressed that to give programming "the kind of impact that adds up to rating points and profit," broadcasters must know their audiences "as we never have before." If a station bills itself as a variety station, he said, selling program segments rather than saturation spots, it's vital to know if listeners are white collar junior executives or blue collar wage earners.

His station gets this kind of information, and other composition data, "in the same way a good salesman gets the order. We ask for it. When our listeners call in with comments on programming, we ask them about themselves. When listeners write in for a booklet, we ask them to put their occupations on their request cards. When tours visit KMOX, we get as much information about each tour group as we can politely gather."

■ Mr. Hyland advised station owners to "let your listeners ask you honest questions and give them honest answers. And you will build the kind of grassroots respect for a free and unfettered broadcasting industry that can weather the temporary furors that arise when a few rotten apples are found at the bottom of the barrel."

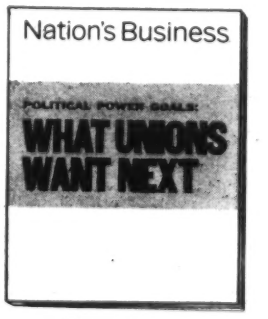
CAPITAL AREA STATIONS O.K CODE ADHERENCE DRIVE

WASHINGTON, Nov. 16—The Maryland-D.C. Broadcasters' Assn. has given unanimous approval to a campaign to obtain 100% cooperation from all area stations in subscribing to the National Assn. of Broadcasters code for radio and tv.

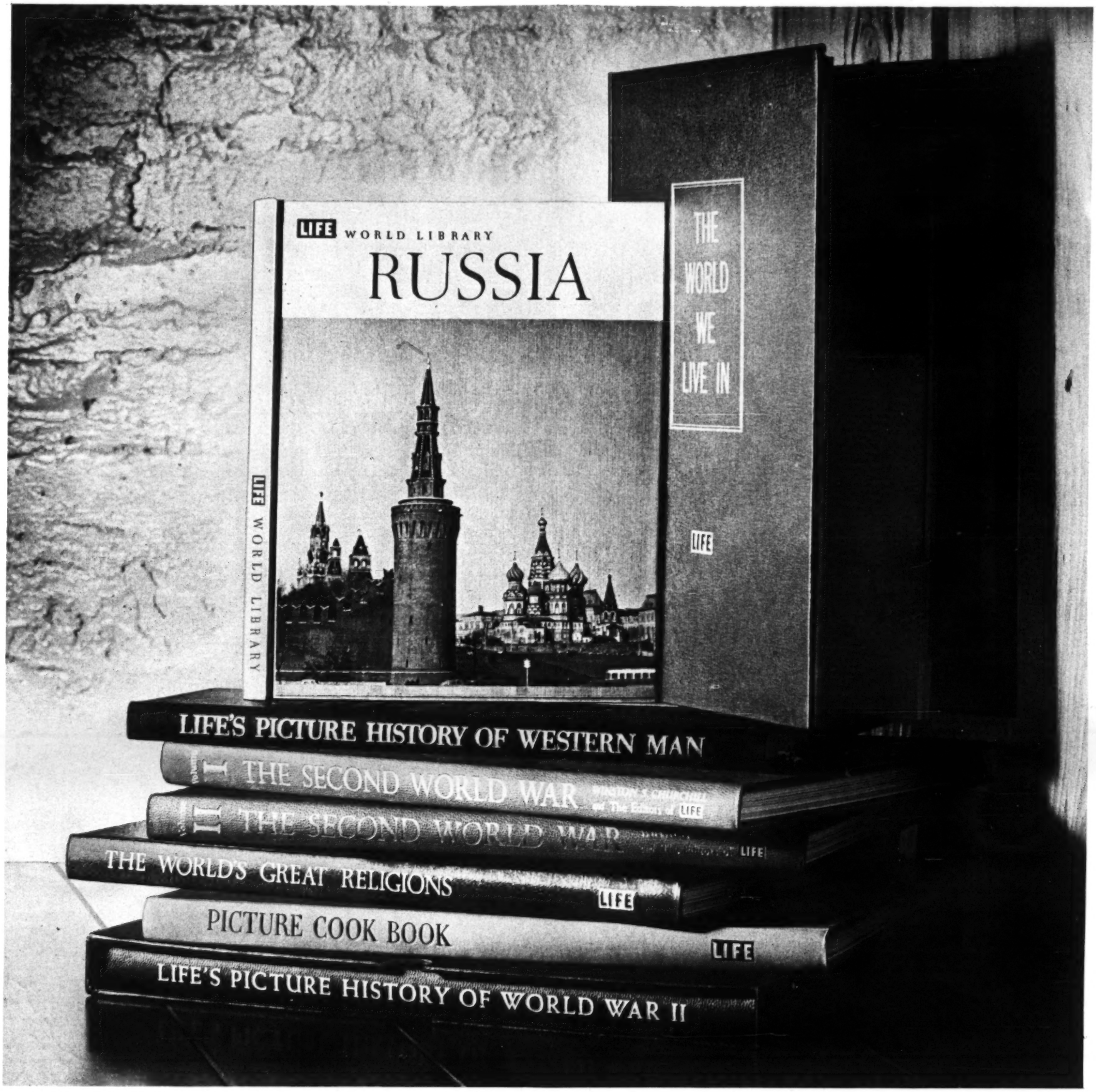
Teams of broadcasters in various areas will call on stations in the Maryland-D.C. region who are not subscribers, in an effort to secure compliance.

The plan was adopted after a report of the code committee, of which John L. McClay, WJZ-TV, Baltimore, is chairman. #

10.3% gain in advertising pages in Nation's Business Jan.—Dec. 1960



You use Nation's Business to sell more of the nation's businessmen



8 Books– $26,700,000

LIFE's newest book, "The Wonders of Life on Earth," came off the press on October 17. Since then its sales have already totaled more than $1,300,000.

In the past three months alone, LIFE readers have bought $700,000 worth of LIFE's book on Russia.

And in the past ten years, LIFE readers have bought—at prices ranging up to $27.50 a volume—more than $26,700,000 worth of books based on material originated by LIFE's editors, material that appeared first in LIFE. (89% of these buyers were from LIFE's own subscription list.)

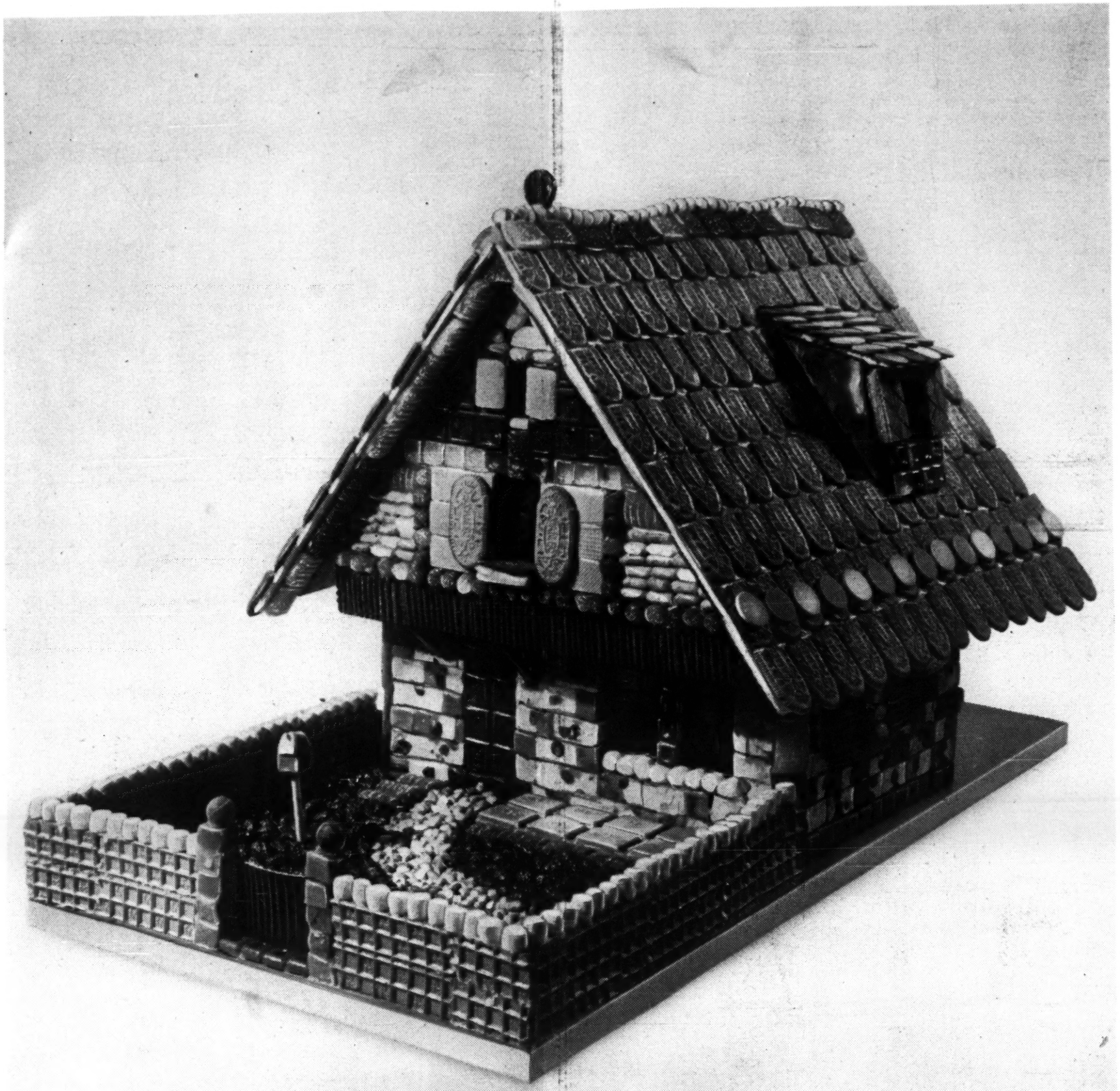
Only LIFE can provide—and keep on providing—the kind of editorial material that so often finds its way into hard covers and into the libraries of millions.

Only LIFE has so many readers whose interests are broad enough to want to own so many books on subjects of this kind.

Only LIFE has an audience which spends so much more for books, for cars, for appliances—for everything, because they have more to spend. LIFE households account for 38¢ out of every dollar spent in the U.S. on consumer goods and services.

Moral for Marketers: In the magazine that attracts and holds readers who respond like these, advertisers will find the world's most favorable climate for selling their own goods and services.

YEAR	LIFE BOOK TITLE	TOTAL SALES
1950	Picture History of World War II	$4,497,500
1951	Picture History of Western Man	1,576,800
1955	The World We Live in	6,747,800
1957	The World's Great Religions	5,449,200
1958	Picture Cook Book	3,080,100
1959	The Second World War (Two Volumes)	3,380,900
1960	Russia	700,000 (to date)
1960	The Wonders of Life on Earth	1,300,000 (to date)



THE NEW

Houses—

CHOICE LOCATION

SWEET BUY. Cookie roof, nougat, gumdrop and cream wafer construction. Candy pebble driveway. Sugar peanut patio. Radiant eating. Ideal for Children. Choice location: in the beautiful December issue of McCall's. Popular neighborhood: in the first nine months of 1960, total advertising linage expanded 41.6%, compared to the same period last year. Revenue raised the roof 53.5%. Move right into the one with built-in woman appeal, the one with more total editorial service linage than all others in the women's service field. It's the one to build with.

McCALL'S:

FIRST MAGAZINE FOR WOMEN

RVC TERR. $36,490, 2 6 rm home for price of one Excellen
Brick-Trim 2 b
in breakfast